

PRINTERS' INK

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VOL. XC

NEW YORK, FEBRUARY 18, 1915

No. 7



The
Blend's
the Thing

Smokedom was hunting for a quality cigarette that would successfully combine the merits of choice Turkish and choice Domestic cigarettes. The R. J. Reynolds Tobacco Company, Winston-Salem, N. C., approached this problem scientifically. After a long period of research they produced a blend of unprecedented quality.

When they said, "The blend is right," we sounded local markets. These invariably responded with enthusiasm. Then Camels were launched nationally, with a tremendous flank movement on the trade. Their success has been instantaneous.

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Proving again that "The Blend's the Thing."

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Philadelphia

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(This is Advertisement Number Seventy-three of a Series)



SWITZERLAND

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Such a comparison serves to make comprehensible this vast metropolitan traffic. It should forcibly remind advertisers that the car cards and posters displayed in these great systems are viewed DAILY by a number of people exceeding the population of an important nation, i. e.—

3,482,355

Ward & Gow are in sole control of the advertising space on these systems—which carry 67% of Greater New York's total passenger traffic—and the rates charged are strikingly moderate compared with those asked for space on the remaining lines. Investigate.

WARD & GOW

50 Union Square

New York

PRINTERS' INK

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A JOURNAL FOR ADVERTISERS

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How Sherwin-Williams Standardizes Its Selling Policies

By Edward Mott Woolley

UP in Montreal there was once a young hardware clerk named Cottingham who had the common ambition to get into business for himself. He had been thrown more or less into contact with paints, and in that line he saw the opportunity to strike out on his own account.

He quit his hardware job and began to specialize as a sort of miniature jobber and manufacturer. In a one-room shop he compounded various paint specialties—gold paint for one—and then, laying aside overalls and jumper, went out and sold them. It was the old story of the ambitious young man with an idea. This was in 1887.

There was a market for paint, and Mr. Cottingham was active in finding it, so his business increased like many another small business. But as time went on he began to feel the necessity of giving it a bigger swing. He wasn't satisfied with the paints he was handling. So one day, along about 1890, he got on a train and went down to Cleveland to apply in person for the Montreal agency of the Sherwin-Williams Company.

The welcome he got was not especially promising. The house did not know Walter H. Cottingham. He was asked a good many questions about his qualifications for handling the goods of this company, and when he went back home he merely had a promise that the matter would be given consideration.

The Sherwin-Williams Company had had its origin away back in 1866, in a little paint store in Cleveland established by Henry A. Sherwin, who had been connected formerly with the firm of Benton, Dunham & Co., dealing in drugs, window glass, paints, oils and brushes. In 1870 Edward P. Williams became a partner, and three years later these two young men established a small paint factory. The business grew, and in 1888 a second factory was built in Chicago. The firm was aggressive, had established certain standards for its product, and had a cautious policy in the selection of its agency men.

This latter caution did not at that time appeal especially to Walter H. Cottingham up in Montreal—so far as he himself was concerned. After waiting several weeks without hearing anything more from Cleveland, he sent a telegram one day to inquire the cause of the delay. Probably the Sherwin-Williams Company had been investigating him, but, at any rate, the telegram cinched the thing and he was made agent.

COTTINGHAM'S RAPID RISE

Then some astonishing things began to happen to that little Montreal business. As mere chronology, here are some of the chief events:

In 1895 Mr. Cottingham became sole manufacturer of the Sherwin-Williams paints and varnishes in Canada.

Table of Contents on page 106

In 1896 the Walter H. Cottingham Company was merged with the Sherwin-Williams Company.

In 1898 Mr. Cottingham was made general manager of the entire business.

In 1903, on the death of Mr. Williams, he became vice-president as well as general manager.

And then, when Mr. Sherwin became chairman of the board, Mr. Cottingham stepped into the presidency.



WALTER H. COTTINGHAM

It doesn't mean much to say that a man is general manager or president. The interesting thing is the *why* of it. Now in this narrative there are several things that I don't want to do. First, I don't want to picture Mr. Cottingham as a miracle, or to hitch a lot of superlatives to him or to the business; second, I don't want to give the impression of belittling the parts played by the other owners and executives; third, I don't want to deal in platitudes and generalities—the bane of biography. To

escape these snares is not easy.

When a man accomplishes something without being driven to it by some other man, it is an expression of mental traits—such an ambition, a native love of some particular field of activity, the aggressive faculty or desire to overcome, and so on. Men don't usually rise very high unless they are in callings for which nature has adapted them. That Mr. Cottingham was fortunate enough to find

his right field is self-evident. What he has done is an expression of himself. Yet if a man depends only on his native instinct, he may express himself very crudely. A natural musician may play the piano roughly by ear, but to get the refinements requires long effort. Mr. Cottingham seems to have gone about it deliberately to get the refinements—especially the refinements of selling and distribution.

INTENSIVELY STUDIES HIS SUBJECT

When he was a young man in Montreal he was once invited to attend a banquet of business men. Here he was called on unexpectedly for a speech, and, feeling the spur of ambition, got up. He found,

however, that he could not put his thoughts into words, and he sat down with a certain sense of disgrace. Thereupon he resolved to study public speaking. In the seclusion of his home he delivered imaginary speeches until he acquired a facility of language, and to-day he is a public speaker much sought after. It has been just about the same inborn spirit that has actuated him in selling paints. In his make-up he has the same sort of dynamo that causes the native musician to

practise six or eight hours a day year after year.

Thus you get a conception of the impulse back of all the great creative selling and advertising campaigns he has managed, and of the pressure he has kept on the routine of selling. But the impulse doesn't interest us as much as the things it sets in motion.

Some years ago Mr. Cottingham, in speaking to somebody about the scope of the business, said that the house was then covering such and such territory, but he added:

"We aim in time to cover the rest of the world."

While doubtless he was not alone in formulating so big a programme, it may be taken as an expression of his personality. Then when we come to look into the Sherwin-Williams products we find another evidence of a big plan, for they include practically everything in paints, varnishes, colors, stains, enamels, lacquers, and the-like. To "cover the earth" with every kind of paint and varnish material, and to hold all goods to certain prescribed standards, is the three-cornered plot which for many years Mr. Cottingham has been filling in with detail. He likes to work to a plan, and have a definite purpose. So he and his associates took the biggest plan they could conceive.

Carry this plan idea down into smaller ramifications, and you get a good notion of how Mr. Cottingham approaches the daily problems of the business. If a thing is to be done, his first step is to set a standard. This indicates at once the plan to be followed. Thus, in selecting an agent in a given town the standard is set at the Best Possible Agent, or "B.P.A.," as they call him. His selection, therefore, is governed by distinct rules designed to discover who the best possible agent really is. If it is impossible at the time to secure this man as an agent, the standard still remains. The plan is to get that best possible agent sooner or later.

Another standard prescribes a minimum quantity of stock for an agent to carry. If he carries less,

he is considered merely a dealer. To remain the best possible agent, he must do certain definite things in the working out of the selling and advertising plans of the house. He must make good use of the advertising furnished him, send in lists of property owners, and in other ways become a real cog in the big plan. It might be said here that the Sherwin-Williams Company gives exclusive agencies on some of its goods, but not on others.

STANDARD OF SALESMANSHIP

Then take the matter of road salesmanship. Here the standards are many and precise. If any one thinks that the great success of the Sherwin-Williams Company has come from unadulterated advertising, he does not know Mr. Cottingham's code of salesmanship.

Perhaps the underlying standard is this: that each year's sales of each representative must exceed the last year's sales.

This, you see, is another plan that is pretty big in scope. One of the most interesting things in Mr. Cottingham's personality is this habit of mind which impels him to go the limit when he sets up a working model. I don't know that he always succeeds in doing this, but he comes somewhere near it.

Now, having set such a goal for all the salesmen of the house, it becomes necessary, immediately, to provide a whole plan of working specifications, because a standard that isn't lived up to is worse than having no standard at all.

The salesman, first of all, must hold his old trade; and then he must dig up new accounts. Mr. Cottingham has found that the only way to be sure of accomplishing either of these things is to make the salesman work to a plan. So, having provided the big plan, the house also provides most of the lesser plans.

I don't mean to dilate at any great length on salesmanship, but merely wish to illustrate the workings of Mr. Cottingham's mind. He reasons that if a salesman is to increase his lump-sum sales this

year, then the logical way to do it is to increase every item of those sales. To do this, another lesser plan is called for. It includes such things as comparative records to be kept by each salesman.

Again, if the larger plan calls for increased sales every year, there must be a lesser plan that puts the management of a territory, on the part of the salesman, on a par with the management of a business. No business could expect to increase every year if it wasn't really managed. Hence, more lesser plans. These go into great detail, and leave little to the whim of the salesman. They are not mere tacit or verbal plans, but are reduced to type, and are in reality the experience of years. One of the big advantages of definite plans lies in the fact that you get into your business the experience of all the able men who have come into it and gone out. Without such plans, men often take their experience away with them when they leave or die.

A good example of this sort of planning is seen in the Sherwin-Williams instructions to salesmen regarding arguments they run up against while out on the road. These remind one somewhat of the methods of the National Cash Register Company.

MEETING THE DEALER'S OBJECTIONS

For instance, if some hardware dealer should say to a paint salesman, "There is no money in a paint stock," the salesman, if left to his own resource, might not know just how to disprove the assertion. But if he studies the situation as drawn for him from the experience of hardware dealers who *have* made money out of paint, he is able to show an indisputable line of exact figures.

If a dealer says "I have no room for a paint stock," the salesman, following his definite plan, is able to show how other dealers found room; or, if necessary, the salesman can even produce shelving sketches provided for the purpose.

If the dealer should say "Your prices are too high," a young

salesman might find himself in a tight place if he didn't have a concrete plan for backing up his quality talk. He might talk at random and miss the telling hits. The Sherwin-Williams plan gives him just the ammunition he needs.

If a dealer declares that he hasn't the capital to handle a paint stock, but at the same time is selling lead and oil, the salesman would need a good deal of business experience and unusual ability to put the issue in a clear, businesslike way. But by working to a plan, the salesman is able to talk in figures about turnover, gross and net profits, expense percentages, and similar items.

Or suppose a dealer objects to the goods on the ground that he and his customers must pay for the advertising done by the company. This is an argument often advanced in different lines, and comparatively few salesmen are able to demonstrate in anything like a mathematical way that the expense percentages of each department of the business are decreased by advertising, not increased. To overcome this weakness the answer must be planned in advance.

In like manner there are hundreds of salesmanship plans and standards of all kinds. These involve routes, territorial lists, tacked maps to be carried by salesmen, correspondence and reports. The plans for reports include—just for illustration—all available information on possible business, such as large hotels, public institutions, hospitals, factories, office and apartment buildings, department stores, contractors, painters and other paint-buying possibilities that can either be sold direct or on which dealer helps can be used.

The very reports themselves are standardized. This term is my own, because it seems to be the one to fit the case. For example, the ordinary salesman in any line, in filling in one of the blanks of a report sheet, might put down meager information like this: "Took stock order." But in Mr. Cottingham's code such a report would fall far below standard. It

Knowing when to stop!

There's a limit to the amount one will read in a month — no matter how interesting the subject.

The publication which realizes this and apportions its mental food accordingly, helps increase the efficiency of its advertising pages.

Needlecraft is edited and published on this basis. It is not so overburdened with reading matter that its subscribers will have neither the time nor the inclination to read the advertisements.

Unlike most magazines Needlecraft is peculiarly able to do this and still give its subscribers a big value. In just a few pages it can give more new suggestions, ideas and creations than its subscribers can follow out in months. For this reason Needlecraft is carefully preserved for future reference. Which is another good reason why Needlecraft's pages should be especially attractive to advertisers.

Rate, \$3.00 per agate line for more than 750,000 guaranteed paid-in-advance circulation.

NEEDLECRAFT PUBLISHING CO.
NEW YORK CITY

WILL C. IZOR, Advertising Manager
1 Madison Avenue, New York

JOHN GRANT, Western Manager
30 No. Dearborn St., Chicago

Members Audit Bureau of Circulations

would be a mere conventional report of a conventional salesman or order-taker, and not the report of a live, intelligent salesman who was anxious to show individuality. To come somewhere near standard, this entry would have to read more or less like this: "Took stock order and talked varnish hard. Town is growing fast. Lots of new buildings and we ought to get such and such goods on them. Promote on this or that goods."

Or in another blank space the salesman might indifferently characterize an agent or dealer with the scant phrase, "good merchant," and let it go at that. Now, this would be the barest of generalities, and might mean almost anything to the house. To bring the report up to standard it would have to be elaborated something like this: "Is a good merchant and a pusher. Strong believer in newspaper advertising and uses about so much space in such and such newspapers. Will use our electros. Uses this and that kind of display advertising inside store, and has a lot of ideas for selling plans. For instance—" etc.

If you were to go to Mr. Cottingham and tell him that you knew of a live, persistent salesman for whom you would like to get employment, he would probably say that a "live, persistent salesman" might mean almost anything. Thus "persistence" might mean that he made a nuisance and a bore of himself. Mr. Cottingham's habit of mind is a question mark, and then a lot of smaller question marks, and under them a whole army of question marks still smaller.

Then there are other kinds of standards you will find set up in the Sherwin-Williams business. I don't mean to say that Mr. Cottingham is responsible for all of them. Mr. Sherwin and Mr. Williams set out originally to make paints of a specified quality, and that was always their policy. But you will find that Mr. Cottingham's standardizing habits are quite as apparent in the factory as in the selling end.

I don't pretend to have any per-

sonal knowledge of paints. No doubt there are various brands of good paints on the market, and this article makes no selection. Yet it is impossible to ignore the effect standard goods have had on the tremendous growth of this business. Nor is it possible to characterize Mr. Cottingham without showing how his standardizing methods have been used in the manufacturing end.

STANDARDIZATION IN THE FACTORY

This has been evidenced, for one thing, by the interrogation mark that always showed itself in his eyes when he looked at any of the raw material used in the factories. He wanted the same detailed reports that he asked for in the sales department. And when he received such reports on materials they did not always fit into the big plan the company had made to cover the earth. It seems to have been a harmony of plans, big and little, that made this business so vast.

A good example is linseed oil. Linseed oil probably is the most important constituent of paint and varnish, and the oil that was obtainable showed objectionable features. Therefore, the company made its own oil.

The same thing was true of oxide of zinc or zinc white, and of lead; so, to standardize them, lead and zinc mines and smelters are now operated in New Mexico, Kansas and Missouri.

Colors, too, were standardized by manufacture and many other raw materials. Then the experimental department at Cleveland is a big question mark of itself—a paint factory complete in all its details that does nothing but ask questions and proceed to work out the answers.

When you get down to pure business policies, the art of standardizing is fraught with many difficulties and temptations. Without a big underlying plan, the way to handle a situation might often be in doubt. On one occasion a severe test came when a market suddenly developed for a particular kind of stain. Many manufacturers jumped in with their prod-

The New Orleans Times-Picayune is delivered into more homes than any other Louisiana or Mississippi Newspaper and leads in all lines of advertising.

PAID CIRCULATION

Average for Three Months, Oct., Nov., Dec., 1914

SUNDAYS 64,825 DAILY 49,878

The purchasing power of these subscribers is far greater than that of any other newspaper in this section. They represent the wealth, talent, culture and leading elements of the South's Greatest City and adjacent territory. The Times-Picayune is devoted to the up-building of the South, particularly Louisiana and Mississippi. It is independent in its policies and politics, and stands for honesty in every line of endeavor. Its editorial and news columns are free from Business Office influences and interference. Ninety per cent of its circulation is delivered into the homes. The capitals of both Louisiana and Mississippi have home deliveries before 9:30 a.m., and many of the important towns and cities in these States have before-daylight deliveries.

SWORN QUARTERLY STATEMENT

NEW ORLEANS, LA., TIMES-PICAYUNE

Subject to Verification by Audit Bureau of Circulations.

CITY NET PAID	DAILY	SUNDAY
Carriers - - - - -	30,483	27,824
News Dealers - - - - -	468	1,389
Street Sales - - - - -	868	6,123
Counter Sales - - - - -	132	184
Total Net Paid City - - - - -	27,951	35,520
COUNTRY NET PAID		
Country Newsdealers - - - - -	14,785	21,646
Country Mail Subs. - - - - -	7,142	7,659
Total Net Paid Country - - - - -	21,927	29,305
TOTAL NET PAID - - - - -	49,878	64,825
UNPAID		
Employees, Correspondents and Service - - - - -	915	989
Office Use and Office Files - - - - -	203	454
Advertisers and Advertising Agents - - - - -	216	239
Exchanges and Complimentary - - - - -	829	990
Sample Copies - - - - -	241	359
Total Free Copies - - - - -	2,404	2,981
TOTAL DISTRIBUTION - - - - -	52,372	67,806

Every copy of The New Orleans Times-Picayune is printed on the date it bears.
There are no "Bull Dog" or Predated Editions.

FOREIGN ADVERTISING REPRESENTATIVES—Cone, Lorenzen & Woodman, with offices in the Brunswick Building, New York; the Advertising Building, Chicago; American Building, Detroit, Mich.; the Gumbel Building, Kansas City; D. M. Building, Des Moines, Iowa; Candler Building, Atlanta, Ga.

PAID ADVERTISING FOR 1914 INCREASED MORE THAN 25 PER CENT. OVER 1913

1914	AGATE LINES	5,590,374
1913	AGATE LINES	4,458,297
	GAIN	1,132,077

ucts, all of which were unsatisfactory and faded out rapidly. The question came up in the Sherwin-Williams house and was viewed in the light of the bigger plan to cover the earth. The company simply stayed out of the market on this product because it couldn't measure up to standard.

At another time an unexpectedly strong demand sprang up for a kind of varnish that required a year for the aging. It would have been possible to meet this demand by letting down the standard the company had itself set up. Instead, the product was temporarily withdrawn from the market.

In creating standards of manufacture the same habits of mind have been employed. A certain compound on the market was open to specific objections, and this led to the establishment of a new standard for it. A laboratory was fitted up exclusively for this research work, and a special staff put at work in it; the director of the experiments having orders not to approve for the market any product which did not stand the tests set for it. Two years were spent in this work before the difficulties were overcome and the product marketed.

In living up to standards the company has often found it impossible to get around obstacles resulting from inadequate machinery, and this led to the establishment of a machine shop where the paint machinery for all the company's factories is made.

As operating head of the business, it has been Mr. Cottingham's work to build into all these policies the actual detailed plans of accomplishment. This has meant the creation and maintenance of an organization imbued with the theory and practice of working to plans. Haphazard, misdirected efforts are avoided as much as possible, and all activities are aimed at definite purposes.

Mindful of his own experience in public speaking, Mr. Cottingham fostered the Get Together Club as a sort of foundation for executive training. He believed that the ability to express one's self and to reason straight to the

point was a necessary fundamental. There are sixty or more men in this club at the present time, composed of department heads and their first assistants, in Cleveland. Most of them had never spoken in public until they got into this Get Together organization, but there is scarcely one of them to-day who is not able to get up and say things in a logical way. They meet monthly in a clubroom in the Canal Road offices, and they discuss, not business, but anything that happens to come up. The man in the chair may call on one man, for instance, for his opinion on the outlook in the baseball series, and on another man for his views on Billy Sunday.

TEACHING MEN SELF-ASSURANCE

One result of this policy of public speaking has been quite a demand upon the Sherwin-Williams organization for speakers at banquets and business meetings, not only in Cleveland, but in many other cities. You will often pick up a newspaper here and there and find in the report of some gathering that So-and-So of this house delivered an address. But the publicity thus gained has not been the main benefit. The larger results have come from the improvement of the men themselves—an inevitable consequence of the public speaking itself and of the study incident to the preparation of papers. One remarkable thing about the annual conventions of the Sherwin-Williams Company in Cleveland is the number of ready and lucid speakers that have sprung out of the organization.

Just as the Get Together Club is aimed at public speaking and self-improvement, so the Foreman's Club is aimed at the improvement of department conditions, and the Top-Notcher Club at salesmanship.

Here in this Top-Notcher Club you strike again a personal expression of Mr. Cottingham. It is his policy to have as much competition within the business as there is outside of it. There is a competition going on continually, not only in salesmanship, but



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Advertisers, Advertising Agents and Publishers find mutual gain in membership in the A. B. C. Each is allied to the other by the bonds of truth, efficiency and increased business.

Doubt, misunderstanding, loss of confidence vanish. A. B. C. reports mean a better knowledge of space values, a desire to raise advertising standards and a complete understanding of the true positions of the three interested parties.

The Audit Bureau of Circulations is a co-operative organization, not for profit—its membership includes nearly one thousand leading Advertisers, Advertising Agents and Publishers, pledged to buy and sell circulation as a commodity—both as to quality and quantity.

Send for booklet "Standardized Circulation Information." Complete information regarding the service and membership may be obtained by addressing Russell R. Whitman, Managing Director,

Audit Bureau of Circulations

330-334 Railway Exchange Bldg., Chicago

in other lines of activity—such, for instance, as in the cleanliness of the factories. But the most spectacular is the competition of the Top-Notchers proper.

The markings for these prizes are based on various captions intended to develop the all around ability of the representative. Liberal prizes in money and merchandise are given the winners.

ARRIVING AT A SALESMAN'S QUOTA

Before the beginning of a new fiscal year each salesman is expected to turn in an estimate of the sales he believes he can reach in the various departments, together with the number of accessions of new agents, dealers and other accounts which he hopes to attain. A salesman's estimate, however, is not final. Before it is O. K'd it has a set plan of procedure to go through. It goes to the sales, district and department managers for alteration or approval of details; it must bear the test of comparison with past sales; it must be analyzed in its bearing on the nature of the territory, the competition of local manufacturers, the distance from factory or warehouse, the character of the market and the purchasing ability of the people in it, the opportunity for sales in particular lines, and favorable or unfavorable general conditions.

When all these points have been scrutinized, the salesman is notified of the figures he is expected to reach, and if his own figures have been changed he is acquainted with the reasons for the alteration. The plan now stands before him. It is *his* plan for the ensuing year and he must abide by it, except in the case of extraordinary intervening reasons. There are several hundred traveling salesmen who thus work every year to a fixed aim, and there are special salesmen who handle the very large accounts.

As to Mr. Cottingham's mental attitude toward advertising:

To begin with, the same policy of planning is followed. Each year's advertising—the money to be spent as well as the methods—is decided upon at the managers'

meeting every May. The money appropriations are based on the estimated sales for the coming year and are itemized for each class of features. A system of reports checks up results all through the year.

The house believes in general publicity, but, ahead of that, it believes in shooting at a bull's-eye. Before it makes its appropriation for general publicity it takes care of its direct advertising. It aims to single out each possible buyer and reach him personally. Direct follow-up work was begun in 1905, the use of billboards in 1906, and magazine advertising in 1907. The house considers the backbone of its business, outside of a good product and organization, to be advertising and promoting. It ranks magazine advertising as the best form of publicity, for its particular product, in keeping its name before the public.

Mr. Cottingham has always labored to show the dealer or agent the necessity of advertising on his own account. The house supplies electros or copy, but expects the dealer to pay for his own newspaper space. The most successful agents and dealers have been those who advertised, and who, in general, worked to the plan supplied them by the house. There have been many notable successes among dealers who adopted this theory of plan.

Several years ago, before I knew anything in particular about the Sherwin-Williams Company, I heard of a retail paint dealer in Massachusetts who was doing some unusual things, and I went up there to see him. His business presented a very interesting study, and he was a Sherwin-Williams agent. The magazine story I wrote about him was called "The Blue Store," and brought me scores of letters, many of them from merchants who considered the story pure fiction, however interesting. The names and the location were disguised.

But as a matter of fact, the story was true in all its essentials, and was a striking illustration of

the things definite plans and creative advertising ideas will do for a little business as well as a big one. We hear a vast amount of talk these days by croakers about the opportunities all going to the big corporations, and a lot of these croakers are small business men who haven't any plans to work to, and who fail to make any effective use of their own local advertising mediums. One of Mr. Cottingham's biggest plans is to get the retail merchants to sell more goods and thus pull themselves up, as well as to benefit the manufacturer; and I believe there are hundreds of wholesalers and manufacturers who are working along similar big plans. The strange thing about it is the fact that it takes a whack with a club to get the ordinary little merchant to make or follow a plan, or to advertise.

Since I have made something of a study of Mr. Cottingham, I have come to understand the impulse back of that "Blue Store" up in Massachusetts, for in reality it is a little edition of the Sherwin-Williams Company itself. It reflects, for instance, such great campaigns as Mr. Cottingham's "Forward" movement, and his "Brighten Up." These were partly advertising campaigns and partly salesmanship efforts—and you will find in all the work of this house that advertising and salesmanship are so closely joined that it is difficult to separate them.

One significant thing to observe in Mr. Cottingham's methods is this: that a plan is a plan, and that nothing short of an earthquake should upset it. This policy was evidenced last spring when hard times were threatening, and again in the summer when the European war so seriously affected conditions. Many large houses took salesmen off the road, but Mr. Cottingham said: "Put on some more." Results have justified. In fact, results achieved by this house have almost always justified the policy of sticking to plans, through all sorts of difficulties. The business is something like fifteen times as big as it was when Mr. Cottingham came into it.

Beale Goes With Saks & Co.

J. F. Beale, Jr., has become advertising manager of Saks & Co., New York department store, to succeed Frank Irving Fletcher, who resigned recently to go in business for himself. Mr. Beale was advertising manager of R. H. Macy & Co. for two and one-half years, from which position he resigned six months ago on account of a nervous breakdown. Before going with Macy he was with Strawbridge & Clothier, in Philadelphia, for five years, as chief writer on all merchandise except fashions.

While with Strawbridge & Clothier Mr. Beale created and edited "Store Chat," a 32-page illustrated store magazine for the store's employees. Selfridge, of London, and many stores in this country are said to have patterned house organs after it.

Campaign for Pillsbury's Bran

The Pillsbury Flour Mills Company, Minneapolis, has started a big newspaper campaign on "Pillsbury's Bran," a big 15-cent package. The border of the copy is made up of a heavy drawing of bran flakes, to convey the idea that this bran is composed of large, coarse, rough flakes.

In fact, the strongest argument used in the ads is that the virtue of this bran as a digestive remedy lies in the fact that the coarse bran flakes keep the food from massing in the stomach. The copy calls attention to the recipes that are printed on the side of every package. The thorough distribution of Pillsbury flour was a valuable aid in getting quick distribution on the new product.

Erwin Joins Wasey & Jefferson

C. R. Erwin, whose resignation from the presidency of Lord & Thomas was announced in *PRINTERS' INK* last week, has joined the Chicago agency of Wasey & Jefferson, and the firm name will be changed to Erwin, Wasey & Jefferson. Mr. Erwin has been made president of the firm.

Mr. Erwin was with Lord & Thomas for over 30 years, and was made president upon the death of A. L. Thomas, eight years ago. Both of his new partners were his former associates in the Lord & Thomas organization.

About March 1st Mr. Erwin will return from his winter home in Florida and engage actively in his new work.

H. T. F. Husted With R. N. A.

H. T. F. Husted, until recently advertising manager for the *Fra* and the *Philistine*, East Aurora, N. Y., has joined the special service department of the Root Newspaper Association, Chicago.

Detroit Company Appoints Advertising Manager

Ward A. Scranton has been appointed advertising manager of the American Electrical Heater Company, of Detroit.

The phenomenal increase

THE NEW YORK TIMES
NEW YORK, FEBRUARY 7, 1915

NEW VOGUE OF FICTION

Publishers Tell of Change in the Character of Books Promised for the Early Spring Season in Which Normal Themes Are Resumed

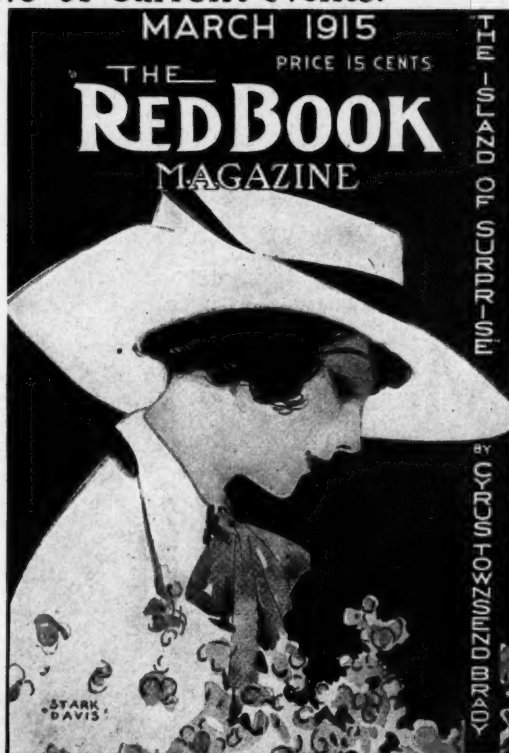
FICTION is coming into its own again. Following the outbreak of the war in Europe there was unmistakable evidence of a change in the character of the current publications in this country, as well as in England. The so-called "war book" came into being and multiplied with a rapidity that is probably without a parallel in the history of literature. Every conceivable phase of the war—the historical, the controversial, the descriptive, the technical—stimulated a host of pens to authorship. A number of the books thus produced proved to be of genuine value and interest, and the vogue that they gained gives promises in some cases of permanence. Scores of other books, treating of the same theme, failed to interest, and it is this failure that has undoubtedly turned the attention of publishers to more familiar fields and led them to handle with greater caution and discrimination books bearing on the European conflict.

Of course, before this first flood of war books the number of new works of fiction published was greatly curtailed. A season that usually chronicles a long list of popular novels had very little of the kind to show, for the simple reason that the work of the imagination had been jostled from its place by books created out of the dominant news feature of the day. The temporary vogue of the latter, however, in current literature has apparently passed, and according to the reports of the leading

ease the circulation of THE RED BOOK MAGAZINE

(Member ABC)

during the past 8 months, is a tribute to the pace-setting Fiction it has been publishing, and especially so, when it is considered that during this period the reading public was surfeited with news of current events.



The Age of Big Things

Motors used to have one cylinder
—now they have six and eight.

Skyscrapers used to have eight and
ten stories—now they have forty
and fifty.

Advertisers used to use small space
—now they use full pages and large
pages and double-spreads.

McClure's used to be McClure's
in the small size—but now, and
quite properly, it is



McCLURE'S
in the
Big size

Forms for May, the First Issue in the Big Size (680 lines), close March 15th

A National Campaign That Got Its Start in Novel Window Displays

Authorized Interview by Charles W. Hurd, with

F. H. Hoffman

General Manager, Gem Safety Razor Company, New York

THE cultivation of the dealer in certain special ways is responsible for the increase, in a few years, of the sales of the Gem Safety Razor from \$800 or \$900 a month to over \$75,000 a month.

Just what these ways were to be, did not occur to the manufacturer all at once. They revealed themselves as a result of hard work and steady experimenting.

The Gem Safety Razor progress dates from a day when Mr. Hoffman climbed into the window of Hetherington's old drug store on Forty-second Street near the Grand Central station, and began to demonstrate his razor and sell it at a dollar. He paid one hundred dollars a week for that window and sold more than one hundred razors a day. In fact, his sales regularly ran from eight hundred to nine hundred dollars a week. By and by he moved down to Hegeman's old store at 200 Broadway and sold two hundred razors a day.

"I got interested in window possibilities," said Mr. Hoffman, "from seeing a man demonstrate a new collar button in a window. He was the first window demonstrator I ever saw. I watched him for some time and it struck me then that that was about as direct and profitable a way of reaching the public as could be devised. So I went into it and remained in it several years working all the territory around here and sending out men to demonstrate in the rest of the country.

"It laid a sound foundation for the business. And it was a peculiarly happy way of introducing a new article of the sort to the attention of the public. It was an article of interest to men. It was sold for only a dollar when the Gillette was selling at five dollars. And it gave the man who was

interested a chance to look it over and to see how very simple it was.

"The principle of demonstration is just as sound to-day, but it has been done to death on almost everything and is not nearly as



Old Mister Hubbard
Went to the cupboard—
He wanted to shave so clean.
His modern resource
A Safety of course—
The popular GEM DAMASKEENE!

The Gem Way—the Modern Way
The GEM DAMASKEENE RAZOR is giving comfort to millions of men every day—yet cannot afford to be without it—sell after ten days, until you don't agree within, return razor to your dealer and get your money back—no need behind the dealer.

100
has the complete GEM DAMASKEENE Razor Set in a leather holder. This includes also 7 GEM DAMASKEENE blades and more money back.

ALL LIVE DEALERS

GEM CUTLERY COMPANY,
Incorporated
NEW YORK
CANADIAN BRANCH,
281 St. Catherine St. W., Montreal

CATCHY COMBINATION OF JINGLE AND COMIC SHOWS HUMANIZATION OF COPY

effective in practice as it was. We dropped it eight or ten years ago for that reason. But while we did it, I do not believe there was any house which did it more thoroughly or got better results for the effort and money expended. It gave us an appreciation of the value of window display which has lasted right down to to-day.

"I believe in having movement in the window. It attracts attention just as the old demonstrations used to attract attention. We are rather proud of our displays, and if the desire of the dealers to install them is any criterion, they are very effective.



13,312 SAMPLES IN 30 DAYS

*Cost per Inquiry, 8.5 cents. Received
per Inquiry, 15 cents*

This photograph shows the mailing force of Amory, Browne & Co., of Boston, sending out 2,916 Nashua Woolnap doll blankets in response to inquiries received in one day, December 14th, from national advertising.

A 140-line advertisement in **THE LADIES' HOME JOURNAL** for December — following two previous insertions — produced 13,312 requests for this sample, each one enclosing fifteen cents.

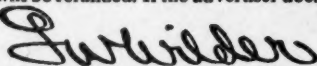
Experiences like this show the *responsiveness* of **LADIES' HOME JOURNAL** readers to the advertising as well as to the editorial appeal.

THE CURTIS PUBLISHING COMPANY
Independence Square, Philadelphia

BEGINNING in the April issues of THE DELINEATOR, THE DESIGNER and THE WOMAN'S MAGAZINE, the following guarantees will appear every month:

OUR GUARANTEE

We absolutely guarantee the reliability of every advertiser in THE DELINEATOR. If any reader incurs a loss through misrepresentation of goods in any advertisement in THE DELINEATOR, we guarantee that this loss will be refunded. If the advertiser does not make it good, we will.



President of The Butterick Publishing Company

OUR GUARANTEE


We absolutely guarantee the reliability of every advertiser in THE DESIGNER. If any reader incurs a loss through misrepresentation of goods in any advertisement in THE DESIGNER, we guarantee that this loss will be refunded. If the advertiser does not make it good, we will.



President of the Standard Fashion Company

OUR GUARANTEE

We absolutely guarantee the reliability of every advertiser in THE WOMAN'S MAGAZINE. If any reader incurs a loss through misrepresentation of goods in any advertisement in THE WOMAN'S MAGAZINE, we guarantee that this loss will be refunded. If the advertiser does not make it good, we will.



President of The New Idea Publishing Company

THE BUTTERICK PUBLISHING COMPANY

BUTTERICK BUILDING NEW YORK CITY

NEW YORK

CHICAGO

BOSTON

ATLANTA

ST. LOUIS

SAN FRANCISCO

WINNIPEG

TORONTO

LONDON

PARIS

BERLIN

was that the blade was hollow ground. The success of the safety razor was not assured until the wafer blade was introduced. The first model of the Gem razor had the old-fashioned blade. As soon as Mr. Hoffman took hold of the company, he went to work to have the blade changed.

The interests back of the Gem company had plenty of money for development, but the new manager believed in making the business pay as it went. That was why he took up window demonstration, and did it himself. The important thing at that time was not so much in getting quick and wide distribution, but in getting sound distribution, in learning the merchandising ropes, establishing agreeable relations with the dealers and keeping in first-hand touch with the public during the trying-out days. There were plenty of people, dealers among them, who looked on the safety razor as a fad that would sooner or later pass. It was fairly easy to sell people a new toy, but was a more important thing to inculcate a new habit and insure a razor and blades after the novelty of safety shaving had worn off.

LETS FIELD PICK WINNERS

The company had been advertising in a very small way before Mr. Hoffman joined it. He was a strong believer in publicity and began to put back into it what was looked upon at the time as a very large percentage of the profits. But he knew that advertising both worked in its own behalf and also supported the demonstrations and window display, and that these latter also made the magazine advertising more effective.

Consequently, he is all the time cultivating the dealer by means of the house organ "Gem Damascus Monthly," by means of motion displays, lithographed steel signs, electros for local advertising, and by stirring up interest in window display prize contests. In these contests prizes amounting to \$1,000 have been awarded to 119 contestants.

Prize contests are often spoiled by the dissatisfaction of the un-

successful contestants, and some advertisers consider them more harmful than helpful. Mr. Hoffman has found an excellent way to get around this. Instead of appointing a committee to pick the best windows and award the prizes, he puts it up to the trade itself. Photographs are taken of all the displays, whether there are 100 or 500, and circulated among the contestants, who give their votes as to the merit of the displays. The prizes are awarded ac-

[illegible]

THIS WAS THE ATTENTION-GETTING IDEA
SIX OR SEVEN YEARS AGO

cording to the result of the vote. Afterwards half-tone reproductions of the prize-winning windows are bound up in book-form and sent out to the whole trade.

This plan has been carried out for several years now, and the company feels that it makes a clean score with no come-backs on account of wounded feelings. No dealer can blame the company or the contest if he does not get the prize he expected. That is the way it has turned out. It costs a lot of money to do it that way, but Mr. Hoffman thinks it is worth it.

Besides the window display contests, the company shows its

appreciation of the co-operation of dealers by paying for selling ideas they submit, and there is a standing offer to the field to pay for appropriate matter for the house organ.

Live dealers who display the advertising matter and push the goods are allowed to come in on a premium offer of extra razors and blades by signing a coupon and sending in special orders.

"There are dealers whose trade we don't want, and also a number of jobbers who should not handle Gems.

"No honest man can stay in business without legitimate profits."

Undoubtedly the advertising line gotten up for dealers has a great deal to do with keeping the dealers from using the Gem outfit more than they do as a price



WHAT GEM DEALERS DO WITH THEIR WINDOWS IN DISPLAY COMPETITION

But the dealers who take advantage of the opportunity offered and use it as a means of cutting prices and otherwise injuring the product do not make a hit with the company. Mr. Hoffman apparently knows the dealers well enough to appreciate that a straight talk from the shoulder will do some of the irregular ones a lot of good. Here are two or three paragraphs of straight talk that show where Mr. Hoffman stands; it is from a recent issue of the "Gem Damascene Monthly":

"We believe in price maintenance.

The house may find it difficult to control the distribution of goods that go through the jobbers, but it can control the distribution of cut-outs, metal signs, motion displays and other dealer helps and see that only worthy dealers get them. How much more is there in it for a cut-rate dealer who sells without the high-class dealer helps he can have when he practises regular co-operation? That's the answer.

The Gem copy both in the magazine ads and in the motion displays is of that type where there's always something doing, generally in a humorous way. It

CLEVELAND AUTOMATIC
MACHINE COMPANY
CLEVELAND

◆

MR. MASON BRITTON, MGR.,
American Machinist,
New York City.

DEAR MR. BRITTON:

I am just in receipt of your kind favor of recent date in which you take up the question of our using two pages. In reply, wish to say that we are going to use two pages in your paper weekly, and no doubt many readers of the AMERICAN MACHINIST will pause when they see our ad and wonder to themselves why the CLEVELAND people are increasing their space, as heretofore we had always used only one page. Here is the answer:

We are extremely optimistic at this time. Our business in this Country has increased wonderfully in the last 60 days. We believe we are on the verge of improved conditions and we want to prepare for it. The MACHINIST appears every week, and such being the case, we have decided to use more space four times a month so as to bring out the facts concerning our product.

Honest, comprehensive, intelligent arguments; wording our ads always as though the prospective customer were in our office, talking things over, examining pieces we have produced on our automatics; impressing him with just what our machines have done and can do, and the great saving in actual dollars we can guarantee over present methods—that is what we intend doing in our double-page ads, and what we always have done forcibly in our single pages.

It is understood that a vast number of people read the ads in the AMERICAN MACHINIST regularly, and a great majority are well acquainted with the machinery advertised. Our object at all times in our advertising has been to state facts and nothing more. To mislead we are certain is a big mistake. Our double-page ads will be reliable.

Yours truly,

J. P. BROPHY,

Vice-President and Gen'l Manager.

JPB/SB.

STELAD SIGNS

The N. K. Fairbank Company, proprietors of the famous Gold Dust Twins and Fairy Soap,

say: "Have you a little Fairy in your Home?"



A clever way they have of passing their question along is by means of a dainty elfin-like Stelad pin tray which the ladies find most useful.

They have already asked this question of several million housewives by presenting each with this beautiful little tray.

Passaic Metal Ware Company

Passaic, N. J. New York Chicago St. Louis Boston

STELAD SIGNS Should carry *your* sales message

was the lathered face of the good-natured fat man in the beginning, in both cases. One of the recent motion displays shows a man holding a baby and shaving at the same time.

ORNAMENTAL CLOCKS

Among the latest motion devices are clocks with the Gem trade-mark on them, something that is ornamental and that the dealer will be glad to keep in sight for a long time. The Gem company is only doing what a lot of other manufacturers are working toward in the way of dealer helps, namely, providing material that is useful to the dealer which he can also use to enhance the appearance of his place. Humor has held the strong position in the Gem window campaign, but attractiveness and utility are being more considered.

The magazine copy, which is regarded as the best the company has printed, is based on a series of adaptations of Mother Goose rhymes, as—

"Mary, Mary, quite contrary,

"How does Pop's beard grow?"

"It's tough and thick,

"But comes off quick

"With Gem Damaskeene, you know!"

Pop is pictured bearded like a pard and dancing around with a Gem in his hand while Mary brings the shaving-mug and brush. The art staff of a humorous weekly was drawn upon to make sure of an artist who should get the right spirit into the subject. All of the drawings have the comic touch.

Trivial as the rhyme appears to be, it is linked up with the headline and main text — in this case "A Clean Close Shave." Every rhyme therefore carries an idea which it jingles into the memory, while the straight text drives it home to the reason.

So successful have these Mother Goose travesties been in bringing in responses from the public and awakening interest among the dealers that W. P. Scott, Jr., of the Dorland Advertising Agency, who has handled the account for many years, is preparing another series of jingles and pictures of a different order.

Goodrich's Campaign Against "Padded Price-Lists"

The B. F. Goodrich Company has announced in large newspaper space new list prices on tires. In the past this company, in common with other tire manufacturers, has been in the habit of printing a list price sheet, from which the dealers gave a certain discount to the public. But the public found that by shopping around it could get a half-dozen different net prices in a half-dozen stores. So it kept on shopping till it got the best price. The result was an epidemic of price cutting, and during the last year the cuts necessary to accomplish a sale have been getting deeper and deeper.

The new published list prices are net, and will be standard. Following the action of the Goodrich company, the Fisk Rubber Company met the prices to a cent on many tires, and announced the fact in the New York papers. The United States Tire Company announced reductions. Firestone made a proportionate reduction. Several other firms that did not reduce made concessions by strengthening their guarantees.

Who Will Dispute Title of "Oldest Advertising Man"?

L. Jeff Milbourne, who has been recently associated with the Moffett-Lynch Advertising Company, has severed his connection with that company and has resumed the advertising business under his own name, with offices in the Carroll Building, Baltimore and Light Streets, Baltimore.

Mr. Milbourne claims the distinction of being the oldest advertising man in the United States. He began his career with the *Sun* half a century ago and entered the general advertising field thirty-seven years ago, during which time he has been identified with the advertising development in Baltimore and the South, and he is one of the original advertising agents of Baltimore and goes back to the old days of George P. Rowell, etc.

Alabama Bars Liquor Advertisements

Both Houses of the Alabama Legislature have passed over the Governor's veto a bill to prohibit newspapers published in the State from printing liquor advertisements, and to prevent circulation in the State of papers published outside of Alabama carrying such advertising. The new act, which goes into effect immediately, also prohibits liquor advertising by circular, outdoor display or otherwise.

Scoville Joins Nordhem

L. P. Scoville, for many years with G. G. O'Brien, of Pittsburgh, is now connected with the Ivan B. Nordhem Company, of Pittsburgh, official solicitors of the Poster Advertising Association.

Keeping Ahead of Fads in Trade Names

Too Many Coined Words with "O"-Endings May Be Warning to Advertisers to Seek Originality in Other Directions in the Choice of Trade Names—Possible and Important Exceptions

By Charles H. Willard

THE house had a new product to name, and the officer of the company chiefly interested looked in on the advertising manager to get his views "offhand."

"I can tell you more easily how not to name it," the latter said. "Don't let it end in 'o.'"

And in explanation he showed this list he had made up out of a few current magazines and from memory:

H-O	Oats
Sapolio	Soap
Argo	Starch
Nabisco	Biscuit
Domino	Sugar
Karo	Corn syrup
Jell-o	Gelatine
Crisco	Shortening
Necco	Sweets
Pebeco	Tooth paste
Nesco	Enamel ware
Saniflo	Dish mop
Blanco	Shoe polish
Mobo	Auto. cleanser
Delco	Electric system
Apollo	Chocolates
Apollo	Galvanized roofing
Genasco	Roofing
Reo	Steel shingles
Reo	Motor car
Armco	Iron
Natco	Hollow tile
Kasco	Suspenders
Kabo	Corset
Nemo	Corset
Cremo	Cigar
Tuxedo	Tobacco
Radio	Pens
Silvo	Pens
Premo	Camera
Anso	Films
Odo-ro-no	Toilet water
Siwelco	Closet
Indestructo	Trunk
Compo	Builders' board
Presto	Flour
Presto	Collar
Steero	Bouillon cubes
Mo-Jo	Gum
Good-o	Grocery product
Liposo	Beverage
Barcalo	Bed
Marvelo	Paint
Muralo	Paint
Oxo	Bouillon

Such an array of "o's" is not, of course, a conclusive reason for turning down a phenomenally

good combination. Nabisco, Necco and Natco would be good names to-day if there were 500 "o" names instead of 50. Armco is one of the recent additions. The fact that it is not particularly euphonious is nothing against it; it would sound less like iron if it were. But even the technical field has its share of o-endings. And the list is therefore a warning that there is a saturation point in names beyond which there is danger of shading off into other names not so very much different.

Several advertising managers and agency representatives who have followed the trend agree that it is toward few letters in unusual combinations with one or two hard consonants to prevent it slipping out too trippingly over the tongue.

Contrast or individuality is still one of the main things to keep in mind when coining a name. Economy of letters is desirable, but not at the expense of the idea or sound. If most advertisers were running after words of five letters then words of three letters or seven would gain by contrast. The o-ending got its start because of its foreign or contrasting appearance. Becoming hackneyed now, it should give way to something else.

"It is the consonants that put the punch in the name," said one advertising man. "Try it on your telephone and see if that is not so. If it gets across easily, it ought to be a good name."

Kodak was still to these people the name with the punch. Kapock, the sun-fast silk, one pointed out, gets looked at and remembered.

Mr. Nash, then with Arbuckle Bros., described, several weeks ago in PRINTERS' INK, how the name "Yuban" was built up, first by a limitation to five letters, then by selecting an initial which is uncommon in advertising trade-names and then combining two unusual syllables. The punch is provided by the letter "b." It goes very nicely, too, over the telephone.

Mr. Nash had worked over the coined word "Yokay" for some time, making long tails to the

"y's" and putting the words "guest coffee" between the tails. It was "too clever," he felt, and dropped it for Yuban.

The policy of one important house that has a long list of products with fancy names is suggestive. Informally, it readily explained to PRINTERS' INK how it came to coin a new name, but it had nothing to say for quotation. To reveal that the name of a new product is made up of syllables of two old words or is suggested by a name or locality might be enough, it suggested, to bring the name under the ban of the Bureau of Registration.

The only safe thing to do, apparently, is to steer clear of anything savoring of likeness. Kodak, Kapock, Yuban, such coined names seem beyond criticism; there is nothing personal or geographical or suggestive of anything else. They start without any good will of their own, it is true, but they will probably always be able to keep what they

get and not lose it afterwards, as "Listogen," for example, has recently lost its good will on suit of the prior trade-mark "Listerine."

Schulte to Enter Coupon Field

David A. Schulte, head of the Schulte chain of cigar stores, announces his intention to enter the profit sharing coupon business. He has completed plans for the formation of a \$300,000 company to put a new coupon in all the Schulte stores. The company will then start a campaign to interest the leading merchants in all lines of business throughout the United States.

The new company will probably be known as the Schulte Profit-Sharing Coupon Company. It will have four coupon redemption stations in Greater New York. Operations will be started about April 1.

Mr. Schulte states that the Schulte coupon will have a greater redemption value than any coupon now in existence.—*Boston News-Bureau.*

Elected Secretary of Philip Goodman Company

J. E. Wingate has been elected secretary of the Philip Goodman Company, New York advertising agents.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Superior Economy of Package Goods Urged

'Another Statement Brought Out by Attack of Mayor Mitchel's Committee on Packaged Brands—Limited Profits to Middlemen on Package Goods—Reversion to Old Order of Things Impossible

By Sig. Fieux

Sales Manager, Runkel Brothers, Chocolates, New York

WHEN laymen, no matter how brilliant or learned they may be in other matters, endeavor to express their opinion on subjects regarding which they can have little actual information, they are pretty sure to shoot wide of the mark. To judge correctly, one must thoroughly understand all sides of a question. Although the circular issued by the Mayor's Food Supply Committee to the schoolchildren of Greater New York was well meant, and does credit to the committee's good intentions, the sweeping disparagement of the package foodstuff shows an utter lack of knowledge on the part of the committee concerning an industry which is one of the best economic features of modern times.

Primarily, food laws were inaugurated to protect the consumer from receiving adulterated food products. The best guaranty the consumer has to-day of receiving the proper article is the label, as it identifies the manufacturer, and naturally his products can be easily regulated and controlled by food laws. Bulk goods cannot be guaranteed, as adulteration is easily possible on the part of manufacturer, jobber or retailer, with little or no possibility of fixing the blame on any of them.

The demand for package goods was not created by the manufacturers. It was literally forced upon them by the consumers' demand for articles that would reach them in a clean, wholesome manner, and not as had been the case previous to the birth of the package as a means of vending goods. The popularity of the "foodstuff" package spread with amazing ra-

pidity—so much so that manufacturers of other products were forced to follow suit, with the result that the day for most bulk goods came to a timely end.

With modern machinery it is possible to produce a package almost as cheaply as bulk goods can be manufactured, and the small additional cost is more than made up by the limited profits allowed the jobber and the retailer on standard advertised and packaged articles. There are no fluctuations in prices to-day, such as were prevalent prior to the advent of the package. The consumer knows that a packaged article is worth so much and with but few exceptions pays a certain price for the same all the year round.

BULK PRICES ADVANCE QUICKLY

The slightest fluctuation on bulk goods from the manufacturer's end permits of increased profits for the jobber and also gives some unscrupulous grocers an opportunity to advance their prices in far greater proportion than the advance originally made by the manufacturer. This can be easily verified if we study the conditions existing in the meat and butter markets, and products of that nature—that are never sold other than in bulk.

There is no gainsaying the fact that the consumer knows the benefit and worth of an advertised packaged article, which knowledge the consumer cannot possess when buying goods in bulk. Then, again, the retailer can afford to sell package goods for less money than he can bulk goods for the reason that there is no waste and no loss and he can manage to get along with less help, as there is less packing to do.

If a grocer makes a profit, which is necessary, he must figure percentage of loss on his bulk merchandise through deterioration and spoilage. And it is because of the losses sustained by the retailer, as mentioned, that he must increase his prices accordingly on fresh vegetables and fruits to the consumers. It must always be remembered that in the final analy-

(Continued on page 33)

A forty-two line advertisement, of building material, in the January 30th issue of Collier's, brought 1250 inquiries up to February 10th, at a cost of 11 cents per inquiry. This is a typical example of the pulling power of a growing circulation such as

Collier's ^{5¢ a copy}
THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr, Adv. Mgr.

COLLIER'S CIRCULATION
ISSUE of JANUARY 16TH
Press Run 841,900
Gross 841,240
Net 820,542
Net Paid..... 820,012
Member A. B. C. and Quoin Club

LLOYD-GEORGE COUNTS
THE COST

By Henry Beach Needham.

This is the first interview given to an American paper by England's Chancellor of the Exchequer. In Collier's for Feb. 27th.



Railroads Must Buy

Count that the railroads have been forced to search, great that there has been a "downsizing" in some departments, even more that the expenditures for 1914 will be less than

\$800,000,000

Yet new supplies and new equipment must be purchased soon.

These are the days when railway executives, operating efficiently and those who recommend purchases are looking for money saving devices, new appliances, and the means for increased efficiency. That manufacturers who keep their product before these officials now is bound to benefit in the near future. For railroads must buy soon. Why not from you?

RAILWAY AGE GAZETTE (monthly)
Circulation 11,400

THE SIGNAL ENGINEER (monthly)
Circulation 4,528

RAILWAY AGE GAZETTE
MECHANICAL EDITION (monthly)
Circulation 4,282

Stanton - Boardman Publishing Co.
NEW YORK CHICAGO CLEVELAND
We are members of the Audit Bureau of Circulations

Reprint Printers' Ink, October 29, 1914

Proving A Prophecy

On October 29, 1914, when the business depression was lowest, we told manufacturers that

"Railroads Must Buy"

We tried to instil optimism in every reader of Printers' Ink; we tried to make our message ring sharp and clear. That our prophecy was true; that it wasn't merely "sunshine-talk"; that it was based on facts, not fancies, we offer proofs on the opposite page; proofs incontestable; proofs that every manufacturer who seeks railway business should advertise his product to the Billion Dollar Customer; for RAILROADS ARE BUYING! Are you advertising?

Railway Age Gazette

Equipment and Supplies

THE WISCONSIN & MICHIGAN is in the market for 40 box cars.

THE LAKE SUPERIOR & ISHFEMING is in the market for 400 ore cars.

THE UNION PACIFIC is asking bids on 750 40-ton capacity steel under-frame stock cars.

THE FRENCH GOVERNMENT has ordered 107 locomotives from the Baldwin Locomotive Works.

THE ATCHISON, TOPEKA & SANTA FE is in the market for 700 box cars and 500 refrigerator cars.

THE BALDWIN LOCOMOTIVE WORKS is figuring on several inquiries for a large number of trucks for export.

THE DENVER & RIO GRANDE has ordered 10,000 tons of 90 lb. rails from the Colorado Fuel & Iron Company.

THE CHICAGO, BURLINGTON & QUINCY is in the market for 1,200 box cars, 300 stock cars and 200 gondola cars.

THE LOUISVILLE & NASHVILLE has ordered 38,000 tons of steel rails from the Tennessee Coal & Iron Company.

THE CHICAGO & NORTH WESTERN has ordered 27,000 tons of steel rails from the United States Steel Corporation.

THE CHICAGO, BURLINGTON & QUINCY is in the market for from 30 to 35 freight locomotives and 15 passenger locomotives.

THE ILLINOIS CENTRAL has ordered 900 40-ft. 40-ton capacity refrigerator cars from the American Car & Foundry Company.

THE BALTIMORE & OHIO has ordered 1,000 hopper cars from the Cambria Steel Company, and 1,000 box cars from the Mount Vernon Car Manufacturing Company.

THE CHICAGO, BURLINGTON & QUINCY has ordered 15,000 tons of rails from the Illinois Steel Company. This order is in addition to one for 15,000 tons placed some time ago with the Colorado Fuel & Iron Company.

THE ILLINOIS CENTRAL has ordered 25 Mikado type locomotives from the Lima Locomotive Corporation in addition to the 25 similar locomotives ordered of the same company, reported in the *Railway Age Gazette* of January 8, and 25 switching locomotives ordered of the American Locomotive Company and reported in the issue of January 1.

PENNSYLVANIA RAILROAD.—Official announcement was made on January 5 by the Pennsylvania Railroad that the steel rail requirements for the Lines East and West of Pittsburgh for the current year will amount to 170,000 tons, and that bids are now being requested and orders placed for early delivery for 150,000 tons of 100-pound section, in accordance with revised specifications of 1915, the balance of 20,000 tons to be ordered later. The total quantity of steel rails ordered by the company last year was 132,432 tons.

The above is but a portion of the buying. It is estimated that already over \$50,000,000 has been spent this year for supplies and equipment.

Simmons-Boardman Publishing Co.
NEW YORK CHICAGO CLEVELAND

Members of the Audit Bureau of Circulations.

SOUTHERN MACHINERY
ATLANTA

AND
THE TRADESMAN
CHATTANOOGA

have been consolidated by the W. R. C. SMITH
PUBLISHING COMPANY of Atlanta under the
name of the

IRON TRADESMAN

First Issue, February Fifteenth

THE TRADESMAN has been published continuously for 36 years, and is one of the best known industrial publications in the South.

SOUTHERN MACHINERY has been published continuously in Atlanta for nine years, and had achieved a distinct and successful position in circulation and editorial prestige among Southern machine shops.

The IRON TRADESMAN will cover a broader field than either of its predecessors. Iron, steel, fuel, transportation, naval stores, machine tools, heavy hardware, and other industrial subjects of vital interest to the Southern trade will be carefully and authoritatively handled editorially each month.

IRON TRADESMAN is a monthly journal for the EXECUTIVE heads of Southern industrial plants.

W. R. C. SMITH PUBLISHING CO.

ALSO PUBLISHERS OF

SOUTHERN ENGINEER ELECTRICAL ENGINEERING
COTTON

ATLANTA, GA.

sis the consumer pays for everything. Package goods eliminate this waste! Why is it that a consumer can buy to-day canned peas, canned beans, canned tomatoes and other vegetables at a less cost than she can the fresh vegetables when in season? This is only due to the fact that the canneries have no losses, as they prepare the vegetables and fruits for canning as soon as they are received.

To be more explicit, let us take canned soup, for instance. A can of soup can be purchased from the retailer for eight cents. This soup will provide enough for four people. Would it be possible, under the plan promulgated by the Mayor's commission, to buy soup-meat, vegetables and all the other necessary ingredients and still make as good a soup for eight cents? The answer is self-evident. We must also take into consideration the gas consumed in cooking this soup, which is a very big item of expense. So we see it is fallacious to argue that it is cheaper to purchase bulk goods in place of package goods, when one considers all the costs that usually accrue when using bulk goods.

KITCHEN WASTE OF BULK GOODS

Is there not a great deal more waste in a kitchen when the consumer buys articles in "paper bags" than when she purchases the same in cartons or tins? Would not the amount of loss sustained by deterioration in the home be more than the extra cost paid for package goods? The soda-cracker is a good example. The people have welcomed the five-cent box of crackers for the reason that they keep indefinitely in the original package and even after the box is opened it can be closed so that the remaining crackers remain crisp and palatable, but were a consumer to buy soda-crackers in bulk she would find, after utilizing one-quarter, the other three-quarters would become soggy and not fit to use, so that the waste would be greater than the saving.

Package goods are an assurance of quality, and in that respect are really synonymous. The consumer buys the brand she knows is good

and realizes that she can obtain uniform quality all the time. Bulk goods mean just the reverse to the consumer, as the jobber buys from the cheapest manufacturers, irrespective of quality, being guided by price only, which is the salient feature to the retailer as well. So, instead of having an improved standard of foodstuffs such as we have to-day, we would fall to a lower plane. This would necessarily mean goods sold under very unsanitary conditions and poor in quality.

The Mayor's commission selected for comparison to substantiate their theory articles like dried beans, dried peas, etc., which are sold as bulk goods to-day and are not sold in package form, but it is hardly fair to liken these articles with canned goods or package goods, as they do not have the flavor or nutritive value—in other words, there is as much difference between canned goods and dried vegetables as there is between fresh beef and salted beef.

If the Mayor's committee are looking for the real cause of the high cost of living they must look elsewhere and not at the evolution of the packing and distribution of foods, according to the experience gained by manufacturers through the consumer of modern requirements of the household, which is quite different from what it was twenty years ago. They might as well recommend the economy of candles against electric lights if the candle-power of each is overlooked.

If the commission could only realize how cheaply products are packed by means of the present-day mechanical devices, such as wrapping-machines, etc., they would quickly arrive at the conclusion that their recommendation to buy bulk goods in place of package goods is entirely erroneous and not consistent with modern sanitary codes and laws of progress.

Young Joins Peninsular Stove

Vernon Young has been appointed advertising manager of the Peninsular Stove Company, of Detroit. He formerly held a similar position with the Art Stove Company, of the same city.

How Three Manufacturers Won Jobbers by "Pull at the Other End"

Consumer Demand, Based on Advertising, That Wins Jobbers' Support

By W. W. Garrison

PASSING along Lake Street, Chicago, on the Oak Park Elevated Railroad, you can see a little one-story machine shop. It isn't visible from the street level because it is screened by another frame building on the front of the same lot.

This was four years ago. Since then a large national business has grown out of the back-lot machine shop through a change of products from one that was sold to manufacturing concerns to one sold to the consumer masses—and the addition of national advertising.

The machine-shop proprietor was netting about \$20 a week. He hit on a machinery idea that had possibilities. A patent was secured. The product, however, was not one that appealed to a large class of trade. Its market was tiny.

The field of goods into which the invention fitted was dominated by two great companies which did ninety-five per cent of the business. Two friends and a few hundred dollars were interested in the invention. The business was a hand to mouth proposition. They built the product as buyers paid their bills. On two occasions efforts to steal the invention were made.

The machine-shop proprietor happened to be a native of a small Iowa town, and in the course of time he succeeded in interesting some money there in the business. He secured \$10,000 upon the stipulation that he move the business to the Iowa town.

At the end of a year there the product showed a book profit. There were no dividends. Competition in the field occupied by the product precluded any monumental success. The big stick of competition seemed to have just about marked out a certain dis-

tance that small fry could go, and there sales stopped.

But finally, out of the original idea, the machine-shop proprietor evolved an article that had for its market the masses, rather than the restricted field of manufacturers. To the inventor it looked salable. But the financing parties laughed at it because of the peculiarities of its construction, even though it did have a function in almost any home and filled what was believed to be a real want.

"Stick to the original goods," the stockholders said. "Fight it out on that basis."

But as a test, the inventor made up a model and went to a big New York jobber, who by reputation is the oracle in his line. He, too, laughed at the goods. "They won't buy that," he said. "We'd be idiots if we took a chance by stocking any of them."

In spite of this turn-down—and while the original product was being made—the inventor worked out the copy for a small leaflet. He spent \$25 getting the cuts made and the printing done. It described the goods, painted the picture of the possible sale.

CHANGING THE JOBBERS' MIND

He mailed it to a number of dealers. There was some response, a few sample orders which were filled through jobbers the dealers named, in spite of the apparent attitude of that avenue of trade. This little encouragement stimulated the stockholders into the expenditure of a little over \$100 for an advertisement in one national medium.

The ad brought back \$165 in cash and a few over one hundred inquiries.

One of the more imaginative stockholders saw possibilities in those results. In another business he had been a small national

WE hope
you are
in this
trade issue,
which goes to
43,000 dealers
and 7,000 job-
bers today—
but if you aren't,
ask us about the
Fall Issue.

Today's



APROPOS OF BULK GOODS

THERE are at least 800,000 homes (that being our circulation) in these United States fortified against the sophistry of buying bulk foods.

Today's has fought strenuously in its editorial columns for the packaged food. During the last few months it ran a series, "Our Million Dollar Cook," conducting the reader in fancy through the exquisitely clean modern food factory. "The food must reach the home in as perfect condition as when it leaves the great kitchens. Our new cook (the manufacturer) feels this. He protects the food from all chance of contamination. Among different safeguards are vacuum glass jars, lacquered tin cans, sealed packages, waxed paper, canvas wrappings, tin-foil, stone jars"—so the articles go on.

BUT the subject is so vital we don't rest on our record of past performance. In our coming April issue we plead the cause anew through our little spokesman, Addie. The argument against bulk goods, with their "smelly prunes, specked and smutched macaroni, fly-blown dried apricots, soggy bacon, pawed-over codfish," and so on, is carried on in Addie's brisk, vivid manner. We are mailing out 1000 advance proofs of it. If you don't get one by the time you read this, ask for it.

In the May issue we shall have a splendid article on the topic by Mrs. Julian Heath, of New York, president of the National Housewives' League, the society that delivered a prompt and telling counterblast to Geo. W. Perkins' committee's absurd circular.

TODAY'S MAGAZINE FOR WOMEN

FRANK W. NYE, ADVERTISING DIRECTOR

461 Fourth Avenue

New York

advertiser. "Get into big space with this. These results, though secured on a tiny scale, prove beyond question the salability of the goods. Then get the dealers and jobbers as quick as demand is evidenced."

The factory then was a two-story building of 50 feet wide and 150 feet deep. At that time that was ample space.

The recommendation of advertising counsel was for fair-sized space in mediums which could be used with the appropriation allowed by the stockholders.

A letter that purported to be semi-confidential was written to the jobbers informing them of the decision to create consumer demand by the use of copy in national media. They were told of the article, the uses and how it had been refined. The picture of demand was impressed upon their minds. A leaflet accompanied the letter.

Jobbers were apathetic. No orders came.

Then a circular was prepared for dealers. National ads were reproduced. It was a simple affair. Space was left for the jobbers' name. The post-office address of the company was omitted. It was ostensibly a circular printed by the jobber.

Jobbers were asked the number of names of dealers on their mailing lists. This number was printed with the jobbers' name inserted in the blank space. The circulars were shipped out. Jobbers sent them out in letters, in packages, and with other circular matter. This was three weeks ahead of the first appearance of the advertisements.

Within a week orders began to come from the jobbers in quantities. By the time the first advertisement appeared the campaign had been paid for six times over the orders. Dealers fast stocked the goods.

When the copy appeared dealers pasted it up in their windows. They were new goods, nationally advertised, and they were pushing them.

The New York jobber, three days before the appearance of the

first ad, telegraphed for 1,500 of the articles *to be sent by express*. The very first ad, too, paid a cash profit from mail-orders from towns where the goods were not then on sale.

The business forged ahead. Capital was easy, then, to get interested. There was no drawback to expansion. It had caught on with wonderful fashion with the consumer. Within six months factory floor space was quadrupled. Practically every worth-while jobber in the United States and Canada could fill dealer-orders for the goods.

The jobber's names in connection with the manufacturer's announcement—and the fact that the jobbers sent out this circular matter to dealers—actually forced them to handle the goods. *In reality, jobbers themselves forced the goods on their own shelves!*

OVERCOMING JOBBERS' APATHY

Business authorities express the belief that hundreds of good products are never given a chance with the consumer because of jobbing apathy, which is a perfectly logical condition bred of turning down yearly thousands of offered articles which have not the sales possibilities. But with good products, there is always a means, if the manufacturer will find it, to edge in through the narrow jobbing lane.

In the drug line, as an instance, prices represent the service the goods give the consumer, usually. Cost of manufacture ordinarily is insignificant.

In this connection is brought to mind a famous product, which since has made over a million dollars for the man who marketed the formula. It ran the gauntlet in rapid fashion some years ago. And incidentally this manufacturer never bowed before the jobber or dealer. In fact it is related that the head of this business has never been inside a jobber's place of business. Nor has he, indeed, ever solicited dealer business.

That sounds mighty strange and there are few manufacturers in the United States who can say

the same thing. But this was his method:

The product sold for 25 cents. It was not one which drug dealers are likely to substitute on. The price is too small, the effort not worth while. Neither was it one which attracted price-cutters.

The cost of manufacture was insignificant. Great quantities could be made up at small cost. So the manufacturer planned a great national campaign. It was replete in pages, quarters and halves. It was scheduled to start on a certain day.

He described the campaign in a dealer's circular. He showed the drug-store, gap which his goods filled. He told the profit the dealer would make. He showed how national demand was absolutely certain. He told how his goods were repeaters.

THE FINAL ARGUMENT IN SETTING UP "PULL" ON JOBBER

And as a clincher, he enclosed an engraved card, which when returned to the dealer's jobber, entitled the drug dealer to the first half-dozen packages on consignment—they could be paid for in sixty days. And if the dealer did not want to pay for them then, if they had not been sold, they could be returned to the jobber and credit given.

Understand, in the carrying of accounts later, the jobber was a vital necessity. He was necessary also to carry stock to dealers.

Coincident with the mailing of the dealer's circular containing this consignment offer—which tied up less than 10 cents in each offer made to dealers—the manufacturer consigned stocks to each jobber in proportion to the number of cards the manufacturer expected each jobber might receive from dealers in his territory. The jobber, too, was given 60 days' dating. If at that time his stock had not been sold and paid for, he could return the goods.

In a little over three weeks after the double offer was made the national campaign swung into action.

Dealers generally had cashed their consignment-offer cards on

the strength of the generous profit and the national campaign. There were few breaks in the distribution chain.

It is related that several weeks before the 60 days' dating had run out, there was scarcely a jobber in the United States who had not reordered—and that was the occasion for billing him for the goods that were consigned.

Thus distribution was almost instant—the jobbers were stocked adequately and the money came in in plenty of time to take care of the advertising expense and other expenses of the business. The original investment in this particular business was small, in comparison with the money it has made since.

And as a matter of fact it is virtually impossible to sell the *jobber* anything. It has got to be sold to the consumer, via the dealer. Then the jobber will fill the orders. And he has the double function of carrying thousands of small accounts and maintaining a close-at-hand supply.

The instance told above would have been utterly impossible without the stimulus of heavy national advertising to move the goods from the dealer's shelves and bring about his re-orders and the consequent jobber's re-orders. Without strong consumer bombardment the plan would have been a dismal flivver and with men of less courage than this manufacturer skimpy thin-spread advertising possibly would have brought about the collapse of the plan.

Is it any wonder that this man has never scraped before any jobber?

When you see a man who "has the jobbers pushing the goods," ask him how long that "push" would continue if it were not for the pull at the other end. On the other hand, the jobber has a double function that it is well nigh impossible to dispense with on ordinary retail propositions. But any man who depends solely on jobbing salesmanship ultimately will drop out of business existence. There is no such thing, ordinarily.

J. P. MORGAN
JOHN D. ROCKEFELLER
AND
HENRY FORD
TESTIFIED

But the only magazine writer called to testify before the Commission on Industrial Relations was a member of the staff of The American Magazine.

She had spent two years in gathering material for the series of articles now appearing in The American Magazine.

Two years in gathering material— that is what we mean when we say The American Magazine is *built*, not *assembled*.

THE AMERICAN
MAGAZINE

LEE W. MAXWELL, ADVERTISING MANAGER

Dealing With the Successful Manufacturer New to Advertising

Another "Inside Story" of an Advertising Manager's Experiences with a Large Industrial Corporation

THAT "personal experience" story of an advertising manager in *PRINTERS' INK* of January 6 was to me a most interesting human document. I found myself stopping, as I read it, to check up incidents in my own experience that paralleled those of the anonymous writer.

Yet my experience, on the whole, has been of a different sort, for I have been serving a manufacturer who must be typical of a good number that advertising managers, and particularly advertising agencies, are dealing with. That is, this manufacturer had been successful in building up a profitable business with no publicity work that a capable advertising man would feel was entitled to the name of advertising. The solicitations of publishers' representatives, advertising-agency men and independent sales and advertising "experts" had been successfully resisted for the most part. A few standing cards had stood. A small group of brass-plated, rotund, fancy-vested gents representing the Amalgamated and Retired Lightning Rod Vendors and other such organizations had, by mixing plain begging with veiled inferences, extracted a few pages for books, programmes and souvenirs that only a person in solitary confinement could be tempted to read. Some jim cracks bearing the almost undecipherable trade-mark of the concern had been distributed. That was all. Nobody in the concern had enough real interest in advertising to read *PRINTERS' INK* regularly.

But across the inner consciousness of the president of this industrial concern there had been projected a vision of a larger national market, of leadership in his line. To that vision I owe my job.

I remember our final interview as well as if it were yesterday. For a long time it had been my

ideal to break away from a job in which I was only marking time and tie up with the manufacturer of a high-grade product of a single line—one with an unlimited market before it, big enough to use all my time and energy, one that I could start with at the beginning of its advertising experience, unhampered by the practices and notions of other advertising men. This job seemed to be it.

WILLING TO BE SHOWN

The sales manager's last comment on what advertising could not do "in our business" had been punctured by the man with the vision. "Hold on, McBride," said he, "we are going to try it and try it right. I believe that in a few years we will be spending a great deal of money in advertising. Indeed, I do." Then addressing me, he said:

"The job is yours if you want it. But don't come if you are not entirely satisfied. We will make no contracts. Everybody here is hired for a month only. We believe that there is a chance that advertising may prove to be a good thing for us, but that remains to be seen, and that will be up to you."

I sized him up as being a good sport. "I say it with no egotism but with gratitude," I replied, "that there are two places in which I have assurance that I may hang up my hat at any time I want. If this situation isn't right for advertising, I don't know anything about advertising. I'll gamble with you on that proposition." And the twinkle in his eye told me that I hadn't mistaken my man.

They had the inside point of view of their business, and, while that inside point of view yielded most valuable knowledge and criticism that saved me from embarrassing errors, it was a hindrance now and then in the way of get-

ting things done. I do not mean to say that my lot has been hard. Indeed, I think I have enjoyed as much freedom and had as little serious trouble as any advertising man serving a large industrial corporation.

But take the company's trade-mark as one thing. It was one of those fancy, complex, almost illegible things, conceived and executed in the days when the illustrator who could make a thing as difficult to decipher as to remember was in favor. This illustrator had done his work well, so horribly well that one day I got the laugh on our president because he could not be sure, across the street, whether the trade-mark on a packing-case was ours or one of our competitor's, though the mark was large enough for recognition at that distance. But, generally speaking, this trade-mark was liked around the offices. Nobody figured out how it impressed plain John Smith, of Blanktown, who bought our goods and also our competitor's. It was *our* trade-mark, and our people looked on it and were glad when they saw it away from home somewhere. I singled out that trade-mark for attack. I believed our goods were bought by name rather than by this complex design. We had a good simple name. Finally one day I got the president to admit that he knew instantly what such names as Knox, Hanan and Manhattan stood for in the advertising world, but couldn't give the least idea of what the trade-mark designs of these well-known brands looked like. Our trade-mark rights, it seemed, centered on our name rather than the design; and so soon after that we dropped the trade-mark from almost every bit of our advertising matter and played up our name strongly. Thereafter our packages—and we had out millions—became real advertising signs rather than puzzles.

Another example: The company had so long contented itself with standing cards and the like that "advertising" was regarded and spoken of as "putting a card in the paper." Encouraged by va-

rious trade publications, some of our executives believed that readers of publications really read these cards. Pet statements hidden away in awful display were read, in our offices, with the fond belief that readers searched these statements out. The idea that advertising had to be "buted into attention" by attractive illustrations and displays had to be grasped by degrees.

Complimentary remarks that were passed on our new style of advertising helped considerably.

SHOWING WHAT AN AGENCY CAN DO

We concluded to do business through an agency. I brought that question up and was told that the company would be glad to consider my advice. They knew nothing about advertising agencies and their plans of working. I shall never forget my attempt to make that subject clear. Odd as it may seem, years before I had imagined what I would say to an advertiser of this class if asked to explain why an advertising agency was necessary when an advertising manager was on the job all the time. The president, a keen, conservative man, listened to me, asked a few questions and finally volunteered the belief that their purchasing department could get any commissions that an agency could. Then he expressed some doubt as to the advisability of letting an agency into so many inside facts of the business. I finally carried my point, but I had the feeling, nevertheless, that he was not wholly convinced. Several times during the following year he cautioned me against letting the agency handle too much of our work and thus get too much on the inside.

Then one evening when we were having a session together I asked him to trust me to go just as far with the agency as my judgment dictated. "I like this job," I said. "I'm here to stay unless you fire me, and you don't suppose, do you, that I am going to let the agency do anything that I could do better myself—that I am going to risk queering myself with you?" He saw the point.

The ETHRIDGE



HIS should be of interest to every national advertiser. It means better Art work for one thing, better advertising for another, better results for a third.

Representative Artists—men whose work has put them at the top of an arduous profession—are now at your disposal to lend greater weight and value to your advertising work—to make it more interesting and give it that distinguishing touch which means stronger appeal, greater attraction, better results.

An illustration by any of these well known artists would command attention anywhere, of itself. Linked up with your product one of these master drawings would indicate superiority—be a valuable evidence of superior pride in your goods.

Look over the list of names. Each is a magnet of attraction for hundreds of thousands of Art lovers. An exhibition by these famous men in any city would draw big crowds.

The Ethridge Association places them, one or all, at your disposal at a price you can afford.

ASS'N of ARTISTS



It is the policy of the Ethridge Company to forward the interests of Good Advertising in every possible way.

Through the Ethridge Association of Artists our clients and others can now avail themselves, at reasonable rates of the work of the following men:

HANSEN BOOTH
HARRY GRANT DART
EDMUND FREDERICK
W. D. GOLDBECK
HERMANN HEYER
HENRY HUTT
F. X. LEYENDECKER
E. V. NADHERNY
CLARENCE UNDERWOOD
ARTHUR WILLIAM BROWN
A. T. FARRELL
C. ALLAN GILBERT
WILL GREFE
ROBT. A. GRAEF

T. K. HANNA
A. I. KELLER
J. N. MARCHAND
HARRY TOWNSEND
WILLIAM VAN DRESSER
C. E. EMERSON, JR.
THOMAS FOGARTY
HOWARD GILES
JAY HAMBIDGE
JOHN N. HOWITT
W. B. KING
RAY MORGAN
ADOLPH TREIDLER
C. D. WILLIAMS

Inquiries regarding rates, dates, etc., will have prompt attention if addressed to

THE ETHRIDGE ASSOCIATION OF ARTISTS

23-25 E. 26TH STREET, N. Y.
Telephone 7890 Madison

123 W. MADISON STREET, CHICAGO
Telephone 3010 Randolph

LOWEST INQUIRY COST OF ANY FARM PAPER

An advertiser using space in the biggest and best farm papers in the country reports that inquiries during December cost less in one of these Southern farm papers than in any paper he is using.

His copy is not written to bring the curious. It goes into too much detail for that. It leaves no room for doubt as to what class and priced machine he sells. The inquiries were bona-fide ones from good, substantial farmers.

Another of these Southern farm papers brought a thousand answers to another advertiser. This during January.

While an advertiser—who has had a chance to check up sales—reports that still another of the farm papers was next to the best paper he is using. He states that of all the papers he is using in the North and West only one has done better in low selling cost during the last three months.

A pretty healthy indication, we think.

The Farm Papers Needed to Cover the South

A Combined Circulation of 681,072

The Progressive Farmer
Birmingham, Memphis,
Raleigh, and Dallas

Southern Agriculturist
Nashville, Tenn.

The Southern Ruralist
Atlanta, Ga.

Southern Farming
Atlanta, Ga.

Modern Farming
New Orleans, La.

The Southern Planter
Richmond, Va.

Up to this time the head of the agency had not had an interview with our president. When the president had said that he would leave the question of doing business through an advertising agency and the choice of the agency to me and the sales department, we had opened negotiations with several agencies. One of the newer agencies, made up wholly of young men, who talked "service" and really gave it, had done some "missionary" work on the account even before I was engaged. Indeed, their work was partly responsible for the larger vision in our president's mind, although a magazine solicitor's work and the apparent success of a competitor who had been advertising aggressively for several years were the main factors.

CHOOSING THE AGENT

When I came to the job I was prepossessed in favor of one of the older agencies that I knew gave a reliable service and was equipped with excellent art department and other such features of a large agency organization. I am still satisfied that we would not have gone wrong had we selected that agency.

I am not a great believer in the preliminary outline of a campaign. I always feel a little cynical smile coming when someone talks about laying out a campaign for a business that he has been fussing with only a few weeks, for I think that advertising campaigns, like military campaigns, develop as they proceed. Yet I could not but give this younger agency credit for having sound ideas, in the main, when they submitted a report and a plan a week or so after I got on the job. Before these men were permitted to read their report to me and to the sales manager I explained that I wanted to play fair and didn't want them to think I was using their ideas in case we didn't connect with them; so I outlined what, in my short stay, had seemed to me to be the proper lines for our first work. Their ideas and recommendations were so nearly like my own—we were not in complete

accord—that it seemed obvious we could work well together. They had done some earnest work and I decided that they were entitled to show what they could do.

The president backed up my recommendation to do business with the younger agency.

It was several months before the principal of the agency had his interview with the president. He wanted to have this talk very much, and I surmised that I was suspected of postponing it. But I had sounded the president on his ideas as to our pet plan of advertising—the agent's and mine—and found he was fearful of it. I realized that we would have to go slowly if we "sold" it to him—that we would have to experiment a little and prove our case before we would be permitted to spend much money in that method of advertising. The agency man was a live wire, full almost to impatience with enthusiastic energy, and I feared that if he got in to talk to the president he would go too far in urging immediate action on the plan.

One day I told the president that the agency principal very much wanted to talk with him and that I thought it was only fair and proper. "Well, have him come in then," was the response. The president talked pleasantly and generally for a few minutes and then blandly asked Merrill, the agency man: "What are the functions of an advertising agency?" I am afraid the agency man's answer did not impress the president favorably; indeed, the chief told me afterwards that he was not favorably impressed, although I realized at the time that the question was a poser.

But the agency man got his chance later at our annual salesmen's convention to square himself, and he did it in fine order, too. On the day of the interview with the president, however, he said to me as we came out, "I understand now. I saw in two minutes what you are up against."

I had been instructed at the outset to pass plans and copy around for comment, and I carried out those instructions faithfully for

a while. It is, of course, a difficult job to make copy and art work meet the ideas of four or five people. Sometimes, however, that disagreement was my salvation, for when the sales manager thought the advertisement was poor and the vice-president thought it was the best idea so far gotten up, it was clear that the copy couldn't be made to suit everybody, and I could go the way I preferred. All important copy for a long time was put before the big chief for his O. K. Gradually they cared less about this, and I was left to do as I pleased about submitting matter for approval. It seems to me that an advertising man who is doing efficient work ought to have little trouble along this line. If he takes care to submit doubtful copy and plans for the criticism of his colleagues—as I am careful to do even now—he can go ahead on his own initiative with most of his work, relying on the “unwritten law.” I pity the man who is fearful of running copy or carrying out plans of secondary importance unless they have the entire approval of half a dozen different executives and co-workers.

Before taking this job I had looked forward to most interesting conferences between the principal executives and groups of the salesmen. Undoubtedly this is the ideal way, but there has been little of that sort of thing. McBride, the sales manager, was a reluctant, passive believer in advertising at the outset, and a man slow to change his beliefs. Besides he suffered with what have been aptly called “early impressions” of advertising—thought that we thought our advertising would make people who were using a competitive article and satisfied with it switch over to ours at once. He didn't grasp the unconscious effects of advertising. He is a great believer in personal work, thinks letters get very little business, that it is a great blunder to write a long letter, etc. Some of his salesmen suffered from “early impressions,” too. They would suggest to a dealer whom we wanted to advertise our goods

that he “put a card in the paper—we would furnish the card.” Even now one of these men introduces me to dealers as “our advertising agent.” I found that the best way to get new ideas grasped was to work with these men a few at a time. I started a system of letters to the salesmen and explained things in detail. I soon learned that I was not elementary enough, that I had to deal with these men, in discussing advertising matters, as if I were addressing a group of young men entirely new to advertising. I think that here is where many advertising men start wrong. They assume that because matters of circulation, the effects of advertising, etc., are every-day subjects with them, these things will be as clear to salesmen generally. It is not so and ought not to be expected.

GETTING THE SALESMEN'S CONFIDENCE

I won the hearts of the salesmen by getting them to send me all the names of their “prospects.” I wrote these prospects my best letters, sending the salesmen copies, and always linking the salesmen up—thus, “Our Mr. Sanders has written me about the interesting chat he had with you the other day.” At this time I have the names of more than a thousand selected dealers with which this correspondence is going on.

Though, as already explained, I was soon allowed about as much freedom as any advertising manager with such a big concern *ought to be allowed*. I have always followed the practice of sending the president and the sales department memos covering all important things undertaken, interesting things learned from salesmen and dealers, clippings bearing on our work and the work of our competitors, etc. They did not read **PRINTERS' INK** regularly, but pertinent references to **PRINTERS' INK**, together with my comments, got careful attention. Even such things as a notice about the dividend of some well-advertised corporation would be passed

I Believe—

that during the next eighteen months "Snappy Stories" will show the greatest increase, in advertising carried, of any magazine published.

I have four reasons for this faith in the publication.

Because "Snappy Stories" is selling advertising on the only fair basis—cost of actual paper and printing, plus a merchandising profit to the publisher.

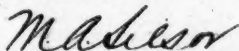
Because "Snappy Stories" is to-day paying every advertiser that uses it regularly, especially the mail order advertisers whose campaign is based on the dollars and cents' return of their copy.

Because the readers of "Snappy Stories" are a live, progressive, adaptive people, ready to listen to your story, and able to buy your goods. You can realize their enormous buying capacity when you consider that they spend over a thousand dollars a day just to buy "Snappy Stories," their favorite magazine.

Because the advertisers are coming to recognize the fact that the most profitable medium for them is one in which they do not have to pay the entire cost of the publication, but only for the share of it in which their advertisement appears, and are coming to realize that a magazine with nearly a quarter of a million circulation that sells space at fifty cents per page per thousand is the greatest "buy" of which they can avail themselves.

I Pledge

myself to give every advertiser a square deal—to quote the same rates to all—to offer any advertisers full and complete proofs of every circulation statement I make—to base my charges for advertising on that circulation—and to carry no objectionable copy in the pages of "Snappy Stories."



Advertising Manager.

**On a twelve-time order we guarantee
that our average net monthly circulation
will exceed a quarter of a million.**

New Fiction Publishing Co., 37 W. 39th St., N. Y.

along; and this constant stream of pertinent data has done its work.

Now and then I asked the president to send out a letter to the sales organization over his name instead of mine. He was always glad to.

I made it a rule to report regularly the gain in sales among those dealers who co-operated with us in our advertising plans; and I reported the losses and failures of plans, too, and there were some of those. I let him know which salesmen were sending in prospective dealers for me to solicit actively in conjunction with their work and which were too stupid or pig-headed to do so.

Perhaps my job has, after all, been one of details much like other advertising managers' jobs. There have been no great obstacles in the way, nothing that careful, patient, conscientious work could not overcome. I have had trials, of course. Every job worth while has its trials, but plugging along, finding the better way and keeping everlastingly at it seems to bring a reasonable measure of success.

It was a proud day for me when the president, talking with me before the sales manager, announced his thorough conversion to the cause of advertising. McBride agreed, and he was thoroughly honest about it, too. "I admit," said he, "that I didn't believe in it at first and thought we would do better to hire more salesmen with the same amount of money, but we have the facts before us, and I'm square enough to admit them."

That paid for all my "missionary work," if you choose to call it such.

Edward F. Healey Advanced

Edward F. Healey has been appointed Western advertising manager of the *Review of Reviews*. Mr. Healey has been connected with the *Review of Reviews* for the past fourteen years, having started his business career with this publication.

Hospital Journals Combine

The *Modern Hospital*, of St. Louis, announces the purchase of the *International Hospital Record*, of Detroit. The two publications will be combined.

Regulating Employees' Private Affairs

E. E. Adams, general superintendent of the Cleveland Hardware Company, spoke recently before the Cleveland Advertising Club on the subject, "How Far Shall the Industrial Manager Go in Regulating the Private Affairs of His Employees?" His answer was that he should go as far as he could get in twenty-four hours a day, and commanding all the assistance possible.

"The industrial manager," said Mr. Adams, "who is willing to pay attention to the human machine while it is under his control for eight hours a day, but lets it go with absolutely no attention for the other sixteen hours, is in about the same class as the woman who might use her sewing machine for a few hours in the day and then push it out on a side porch in all kinds of weather and expect to get good work out of it when she again required its use."

Esser Joins Sackett & Wilhelms Company

W. Henry Esser has resigned as advertising representative of the U. S. Printing & Lithographing Company, and has taken a similar position with the Sackett & Wilhelms Company. He will cover New York State, outside of Greater New York, also the cities of Cleveland and Akron.

Mr. Esser for several years was at the head of the Esser-Wright Company.

Has Three Non-Competing Furniture Accounts

James Wallen, of Buffalo, is now acting as advertising adviser to three non-competing furniture concerns: The Kittinger Furniture Company, manufacturers, Buffalo; the Johnston-Kurtz establishment, of the same city, and the Sterling & Welch Company, of Cleveland, wholesale and retail dealers in furniture, carpets and interior decoration.

How One Advertiser Regards "Printers' Ink"

THE THEO. RICKSECKER COMPANY.
NEW YORK, Feb. 6, 1915.

Editor of PRINTERS' INK:

Our copy of PRINTERS' INK always arrives in first mail on Thursday morning. Last Thursday no PRINTERS' INK; therefore no Thursday. Please supply the missing "Thursday."

THE THEO. RICKSECKER COMPANY.
FRANK B. MARSH, Treas.

Marathon Tires to Be Advertised by Singleton

The Marathon Tire and Rubber Company, of Cuyahoga Falls, Ohio, has engaged the J. F. Singleton Company, Cleveland, to place its business. Dan Zeisloft, formerly with the Goodyear Tire & Rubber Company and also advertising manager of the Miller Rubber Company, has become advertising manager of the Marathon company.



There is nothing particularly important in Leslie's gain of 15,000 circulation in 1914 for any advertising agent to talk about to his clients.

But if you ask any advertising agent who is fundamental rather than superficial, he will tell you that in Leslie's gain of 64,377 people who can be found in Dun's and Bradstreet's there is a very great deal to talk about.

No, this is not at all accidental. Having an illustrated weekly newspaper unusually attractive to conservative, practical and successful people, we have simply sent our solicitors after that kind of circulation, with a bonus plan for "rated sales" that gets "rated sales."

We have not tried to break any records in getting mass circulation; but we have made a quality record which, we believe, no other publication but Leslie's can break this year.

And Leslie's, by the way, is breaking that record this year.

Leslie's *Illustrated Weekly Newspaper*
New York

LUTHER D. FERNALD, ADVERTISING MANAGER

CONKLIN MANN, EASTERN MANAGER P. F. BUCKLEY, WESTERN MANAGER

*Circulation now being audited by
Audit Bureau of Circulations*



The Economic

The best advertising value must necessarily convey an advertiser's message most effectively to the greatest number of people for a given amount of money. This is the best evidence of our values.

STREET RAILWAYS AVE

CENTRAL OFFICE
First National Bank Bldg., Chicago

HQ. OF
Candle Bldg.,



onical Medium

necessarily be given by a medium which con-
most effectively—most frequently and to the
given amount of money. Write us for detailed

YS ADVERTISING COMPANY

HQ OFFICE

Candler Bldg., New York

WESTERN OFFICE

Crocker Bldg., San Francisco

Many Small Accounts

THAT our 1914 business exceeded 1913 is due to the great number of small accounts handled by us. Many of these accounts have been with us for 15, 20, even 30 years. Some of these old accounts began with a three figure investment and now reach six figures.

Which signifies that we qualify where advertising must show tangible results year after year.

To you who want actual results—to you who weary of the publicity pabulum and the salve of accumulated results—we would gladly prove our merchandising ability and our general agency prowess.

Be assured that your goods will govern our efforts—not the size of the appropriation.

A Nelson Chesman & Company Survey by the Contract-Service men of our four offices, covering the East, West, North and South, will show you how we qualify as advertising advisors and counselors. This survey—made for any concern with good goods—is a free will offering to better merchandising and better advertising.

Nelson Chesman & Company

Advertising Agents

St. Louis

Chicago

New York

Chattanooga

Is Second-Class Mail Paying Its Share?

The Cost of Carrying Any One Class Cannot Be Determined—Second-Class Service Is Inferior to That of First Class—Seeming Inconsistencies in Other Branches of Postal Service

By A. D. Porter

UNIVERSAL PORTLAND CEMENT COMPANY
CHICAGO, ILLINOIS, Dec. 16, 1914.
Editor of PRINTERS' INK:

I have read with interest "The Advertiser and the Post Office," by A. D. Porter, in *PRINTERS' INK*.

This is very cleverly written but it misses one point and that is that the second-class material does not pay its share of the total revenue of the Post Office Department. This article contains arguments to show why postal rates should be low but it ignores the perfectly obvious fact that whether the rates are low or high, the different classes of matter should each pay approximately their just proportion of the total. As matters stand now, first-class postage rates are too high and second-class too low.

I do not believe I would favor doubling the second class rate at one time but an increase of say 10 or 25 per cent would bring in a materially increased revenue without hurting anyone in particular. In due time this charge would be passed on to the public and then another advance could be made.

I am not sure but what it would be a distinct benefit to mankind if a considerable number of poorer magazines and publications of various kinds were killed off.

B. F. AFFLECK.
Gen. Sales Agent.

THERE is no such thing as any class of material, or any specific branch of service, paying its way in the United States post-office.

There are no figures to be had upon which to base an intelligent opinion as to the cost of carrying mail matter of any class, or the cost of any particular service. Postal rates have never been established with an eye to the cost. From the time of the establishment of the post-office department up to the present time the best service has been the desire of all administrations.

It is very natural to complain at the cost of things; and one of the most absurd contentions is that letter postage at two cents an ounce is too high. This

thought has been put into the minds of a limited portion of the public by an association headed by prejudiced individuals, adopting unfair methods in an attempt to tear down one branch of business for the sake of imaginary benefits to another class.

First-class postage is not too high. All post-office schedules calling for celerity and frequency of service are based on first-class mail. We now mail a letter weighing one ounce for two cents not only within the limits of the United States but also to Hawaii, the Philippines, Porto Rico, Canada, Mexico, England, France and Germany. We formerly paid three cents postage on half an ounce.

DISCRIMINATION IN HANDLING SECOND-CLASS MAIL MATTER

First-class or letter mail is collected by the post-office department at an expense of millions of dollars annually, collections in the larger cities being as frequent as every forty minutes. And this first-class mail is handled with the utmost dispatch and care. In many cases first-class mail is carried on fast limited passenger trains on which no second-class mail is carried.

Second-class matter is delivered at the post-office by the publisher at his own expense usually at such times and in such a manner as to assist the department in expediting its shipment and delivery. The volume of second-class matter mailed in the city of New York is greater than from any other city in the country, and 94 per cent of this mail is separated by states, routes or post-offices by the publishers at considerable expense, inconvenience and delay.

Second-class mail is not handled as promptly or carefully as letter mail, and newspapers and magazines are subject to delays of four or five days to reach a certain destination, while letters reach the same place in one day.

Realizing the congestion that occurs from time to time it is the disposition of publishers to make the best of conditions, yet it is their right to have their matter

delivered promptly, and there should be a sufficient force to handle it promptly.

Those who believe that the expenses of the post-office department can be easily determined and adjusted and that all service should pay its way are requested to ponder upon the fact contained in the annual report of the Postmaster General, that to some of the R. F. D. carriers, whose routes require but from three to six hours daily service, we are now paying \$1,200 per year!

An increase in second-class postage of 10 or 25 per cent would yield such a small revenue in proportion to the total receipts of the department that it would not be helpful, but might provide the wedge leading to further increases in second-class rates.

From the time when the postal service was organized under the Continental Congress up to the present time it has not been placed upon a permanent self-sustaining basis; and there is no good reason why the department should be self-supporting. The slightest increase in a service covering all parts of the country means an increase of millions.

With a desire to render most complete service to the people in the country districts, the expense of R. F. D. service has grown from \$420,433 in 1900 to \$47,298,162 in 1913; and R. F. D. carriers' salaries have increased from \$500 per annum to \$1,200. Please read these figures again.

No one wants this service reduced in any way, nor is there complaint that it does not pay its way.

In the year ending June 30, 1914, there were 900 additional R. F. D. routes established giving service to half a million people, at a cost of \$1,080,000. Figuring three to a family it cost the government about six dollars per family to serve these people, and this does not include the collection and transportation of the matter delivered at this great cost.

It is worthy of note at this time that since 1900 the expenses of the department have grown from \$107,740,268 to \$262,067,541; the

compensation to postmasters from \$19,112,097 to \$29,162,662; and for transportation of the mails from \$56,374,206 to \$92,278,517; the number of R. F. D. carriers has increased from 1,276 with a daily mileage of 28,685 to 42,685 with a daily mileage of 1,028,603; and yet within the last few years the department has been nearer a self-supporting basis than it was in 1900. This condition is due to the tremendous volume of matter, on which there are fair rates paid, created by the one-cent-a-pound rate to publishers.

The "Free Deal" Abolished in California

Since the wholesale grocers of California have declared themselves unwilling in the future to handle any "free deals," many manufacturers are replacing such offers with dealer helps of various sorts.

One large manufacturer of baking powder has published this statement: "While we believe that quality rightfully controls price, it must be admitted that the Free Deal has been abused—and no doubt, in some instances, has tended to overload the retailer." The elimination of free deals has a tendency to encourage advertising.

Proposed Educational Campaign for Coffee

The National Coffee Roasters' Association has discussed, through its executive committee, the advertising of coffee through a national campaign designed to stimulate the general sale of the beverage as well as to counteract, incidentally, other advertising which is inimical to coffee. The cost of the advertising would be borne by taxing all members of the organization, inasmuch as all would benefit as a result of the campaign.

Harn Tells of Lead Co. Changing Labels

O. C. Harn, advertising manager of the National Lead Company, addressing the Minneapolis Advertising Forum recently, told how he conceived the idea of putting the same trade-mark on all the company's products which were formerly tagged differently. These products now bear both the new and old labels, but eventually the old designs will be withdrawn entirely.

Caslon Has Chase Motor Account

The Caslon Company, of Cleveland, is now handling the advertising for the Chase Motor Truck Company, of Syracuse, N. Y.

Specialized Knowledge is the Backbone of Suc- cessful Window Display

Scientific Window Display, like all successful business methods, must be founded on facts.

The necessary data and specialized knowledge can only be secured by first hand investigation, and accurate analysis in the field.

Such investigations, covering thousands of dealers in all lines in all parts of the country, have been made by The International Dealer Service Bureau.

Through its national organization, a fund of practical information of immense value to the advertiser has been collected and classified. This practical knowledge forms the backbone of the Bureau Service. It eliminates guesswork and waste. It makes certain the maximum results for every dollar expended in Window Display.

What phase of the subject are you most interested in? The advisory service of the Bureau is at your disposal.

THE INTERNATIONAL DEALER SERVICE BUREAU

CLEVELAND, OHIO

1276 WEST THIRD STREET

EASTER NUMBER COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.
VOL. XXVII

Nº 6



Published at
AUGUSTA, MAINE.

APRIL COMFORT

will find our farmer readers flush with money and in an optimistic mood that loosens their purse strings and will make them LIBERAL BUYERS through the spring. They are confidently predicting

\$2.00 WHEAT

before May, and are rejoicing over the prospect of correspondingly high prices for all the other cereals.

The Farmers Scoop the Profit.

THE wheat crop is the biggest ever. The war broke out before harvest. The farmers got wise at once. The sale of little more than half their crops at war prices has given them an ordinary year's profit. They are holding the surplus for higher prices, and seem to be having things pretty much their own way.

COMFORT Has the Largest Farm Circulation in the World

April forms close March 10.

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative.

ANNOUNCEMENT

◆

C. R. ERWIN, WHO RESIGNED THE
PRESIDENCY OF LORD & THOMAS
JANUARY 30TH, HAS BEEN ELEC-
TED PRESIDENT OF WASEY &
JEFFERSON, WHICH FIRM HERE-
AFTER WILL BE KNOWN AS
ERWIN, WASEY & JEFFERSON

◆

WE SOLICIT INTERVIEWS WITH
MERCHANTS AND MANUFACTU-
RERS DESIROUS OF INCREASING
THEIR BUSINESS

◆

**ERWIN, WASEY &
JEFFERSON**

ADVERTISING

168 NORTH MICHIGAN BOULEVARD
CHICAGO

TELEPHONE, RANDOLPH 3600

Oral Misstatements and the "Printers' Ink" Statute

JAQUES MANUFACTURING COMPANY
Manufacturers of K. C. Baking Powder.
CHICAGO, Feb. 10, 1915.

Editor of PRINTERS' INK:

We notice an item in a current issue of PRINTERS' INK in regard to the Model False Advertising Statute. We are in thorough sympathy with the enactment in every State in the Union of drastic false advertising laws which will penalize false advertising of every character, whether it be written or through demonstrations and public oral proclamations. The only question in our minds as to the serviceability of the PRINTERS' INK Model Statute, is whether it covers advertisements which are not written. What is your opinion of the effect of the statute in this respect? Are false statements of fact regarding merchandise made orally at a fake auction sale prohibited by the terms of the Model Statute? Are misstatements of facts regarding foods, made by lecturers and demonstrators at so-called pure food shows within the terms of the Model Statute?

In an article on False Advertising which appeared in an earlier issue of PRINTERS' INK the statement is made: "The Model Statute forbids false statements of facts by the man who has the goods on sale." Is this intended to include false statements of fact made by word of mouth or otherwise than by the printed or written words?

We write this letter to you because we know that you have given a great deal of attention to all aspects of false advertising and indeed are authorities on the subject of preventing false and deceptive advertising. It occurs to us that doubtless you have information as to the scope of the Model Statute.

JAQUES MANUFACTURING COMPANY.

W. W. JAQUES, President.

THE PRINTERS' INK Model Statute declares in effect that the making of false statements as to fact in an advertisement shall constitute a misdemeanor. Whether or not that can be construed so as to include oral misrepresentations in any given case, will depend upon two things: (1) the circumstances of the specific case, and (2) the definition of the term "advertisement" which is accepted by the court. We think there is little doubt that misstatements as to fact made by lecturers and demonstrators at "pure food shows" would come within the provisions of the law, particularly when it could be proved that the individuals doing the talking were paid by some concern with goods to sell, and were talking with the ul-

timate purpose of increasing the sale of those particular goods. Such a proceeding is quite commonly regarded as advertising, and the "pure food show" is generally recognized as an advertising device.

As regards the fake auction sale, the case is not quite so clear. It might not be possible to base an action solely upon the oral statements of the auctioneer, but if a sign on the store, or some other form of printed or painted matter contained a misstatement of fact, the action could be based upon that, and the oral statements would be important evidence to sustain a conviction. The legal doctrine of *caveat emptor* gives much latitude to the representations of a seller who is directly dealing with a specific purchaser or group of purchasers, and it is extremely difficult, if not quite impossible, to frame a statute which will regulate such dealings without causing grave injustice to many innocent merchants.

It should be borne in mind that the PRINTERS' INK Model Statute is a measure specifically intended to prevent fraudulent advertising. It was not framed with the intention of regulating all forms of misrepresentation in connection with the sale of goods. The oral representations of a seller when he is face to face with a possible buyer do not ordinarily come within its scope though they may be properly introduced as evidence. But when oral statements are made before a group of people who are not gathered for the immediate purpose of buying goods, or under other conditions which indicate that the purpose is primarily an advertising purpose, then they may properly be made the basis of a prosecution under the law. The text of the statute declares it a misdemeanor to issue fraudulent advertising "in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet or letter, or in any other way." It is manifest that oral statements are thus included when they are clearly of the nature of an advertisement.—[Ed. PRINTERS' INK.]

That Trade Paper Commission— Under What Condition Should It Be Given Advertising Agents?

Question Answered by Publishers and Agents at Get-Together Dinner

REPORTED FOR PRINTERS' INK

By J. J. McPhillips

Of the Textile World Record

PUBLISHERS and advertising agents canvassed their mutual relations and suggested ways of more profitable co-operation at a "get-together" dinner in Boston, February 8, arranged for by the Pilgrim Publicity Association.

Charles G. Phillips, president of *The Dry Goods Economist* and of *The Boot and Shoe Recorder*, and vice-president of the United Publishers' Corporation, spoke in part as follows:

"Those publications which you have in mind when you speak of the trade and technical press are, I am sure, in harmony with whatever will serve to eliminate friction, to increase efficiency and to insure success for the advertiser. I have for years been looking forward to the final development of mutual responsibilities in this great work of advertising. I believe that the dawn of a great era will come when honest and able factors join hands to make common cause of developing permanent advertising along constructive lines, based upon fair valuation to the ultimate consumer and legitimate profits to rightful distributors. This is the trend of the times, and even those who would stop it are powerless to do so.

"You will appreciate that the publisher of a trade or technical paper worth consideration as an advertising medium must not only maintain a highly developed editorial staff, but must also have an organized business-getting staff and a service staff and such other allied divisions as will help to develop the advertising contract and produce the advertising success. Specialized knowledge of trade and technical subjects is quite as

necessary for efficient advertising as for efficient retailing or production.

"The trade publications must now and always rely on their own direct efforts for the great bulk of their business, because a great majority of their advertisers begin with such relatively moderate appropriations as to be of no interest to the advertising agent. But very few of such manufacturers would ever become advertisers except through that particular kind of promotive work that is practically exclusive with the trade-publishing organizations.

GREATER SERVICE RENDERED BY TECHNICAL PAPERS

"It is not necessary or possible for newspapers, general magazines or other publications to maintain expensive technical organizations. In fact, it is only a limited number of the trade and technical publishers that have organized service staffs of this kind. For the magazine publisher or newspaper publisher or for the advertising agency it is a financial impossibility to maintain a fully efficient merchandising organization for even one class of merchandise, much less the many different fields in which they naturally operate. Therefore, let those publishers who have no service to render pay commissions or salaries or fees of any other sort.

"You are striving, I know, to bring about a uniformity in the trade and technical papers' relation to the advertising agent. It seems to me it would be very unwise to think of pulling the efficient publications with their service down to the standard of the

You Manufacturers Who Sell Through Jobbers!

When trade slows up, do you blame the jobbing SYSTEM? Or the individual jobber?

Do you accuse the dealers of lack of appreciation of your brand?

Do you stampede right away toward a reduction in price?

Do you suspect the quality of your goods?

Do you accuse your competition of putting over a low quality and cheaper product on the unsuspecting buyer?

Do you lay it to the weather? Or the season? Or the war?

Which one of the thousands of alibis do you hug to your heart?

"Modern Merchandising" will give you the answer. Write for it.

"Modern Merchandising" is the First Authoritative Book on the Relation of Advertising to Selling

"Modern Merchandising" has just been published by Mallory, Mitchell & Faust, Advertising Agents, Security Bldg., Chicago. It will be sent without charge to any advertising manager, sales manager or executive who writes on his own letterhead.

We especially invite the inquiry of manufacturers who sell through jobbers and who feel like preparing now to fortify business for the future. Address

MALLORY, MITCHELL & FAUST

Incorporated

8th Floor, Security Building

Chicago

Secure More Business From Present Dealers

Actual, Sworn, Net
Paid, Retail Mer-
chant Circulation
February, 1915, of
Merchants Trade
Journal

Alabama	591
Arizona	196
Arkansas	972
California	1199
Colorado	540
Connecticut	68
Delaware	91
Florida	806
Georgia	1141
Idaho	584
Illinois	3500
Indiana	2055
Iowa	5241
Kansas	2448
Kentucky	540
Louisiana	475
Maine	469
Maryland	404
Massachusetts	270
Michigan	2878
Minnesota	2660
Mississippi	706
Missouri	2708
Montana	546
Nebraska	2789
Nevada	101
N. Hampshire	231
New Jersey	243
New Mexico	250
New York	2012
N. Carolina	1188
N. Dakota	1400
Ohio	2970
Oklahoma	1523
Oregon	585
Pennsylvania	2116
Rhode Island	24
S. Carolina	537
S. Dakota	1245
Tennessee	865
Texas	3032
Utah	290
Vermont	294
Virginia	500
Washington	752
W. Virginia	284
Wisconsin	2338
Wyoming	247
Wash., D. C.	1
Canada	7
Scotland	1

Total 56,917

TOO many of your present retail (or wholesale) dealers are not selling the amount of your products that they can and should.

THEY carry too many competitive lines or push the sale of other brands to your disadvantage.

DO you ABSOLUTELY KNOW (not guess) why this is true? Would you like to know HOW to increase your volume of business among your present dealers?

THROUGH our trained force of personal investigators you can—at reasonable expense—secure the above information. These men are trained to secure direct from your own dealers their real reasons for their lack of enthusiasm or interest in your line or product. They can find out from other merchants why they do not deal with you.

OUR personal investigators visit retail merchants in every part of the country. They have nothing to sell and accept no money or business of any kind, whatever. Many of the largest and most successful manufacturers and agencies have been kind enough to say that the "dealer information" they have secured through our organization, has enabled them to secure more enthusiastic co-operation from their dealers and give their trade the service, etc., the latter desires.

A LIMITED number of manufacturers and advertising agencies can avail themselves of this service (it has no connection with advertising in our publication).

WITHOUT obligation we will, on request, inform you as to just how to secure this service and in just what way you can use it to advantage. Address:

Trade Investigation Department

MERCHANTS TRADE JOURNAL DES MOINES, IOWA

A Magazine of NATIONAL Circulation for Retail Merchants by W. J. Pilkington

CHICAGO
Advertising Building

BOSTON, MASS.
Publicity Building

NEW YORK
Flatiron Building

A. B. C. Members. Audit has already been made.

inefficient publications with their commissions. It is far better for the advertising agent and for the individual advertiser and for all advertising that advantage be taken of the higher standards and valuable service rendered than that importance be placed upon commissions, which are so meager because the price of space is so low. Then, too, there is the laudable development among advertising agents who are more and more coming to operate on the service basis; they go into the advertising market and buy to the best possible advantage that which is of greatest value to their clients, and then charge those clients a proper service fee for doing that work. In such cases it makes no difference to the agent or advertiser whether the space price is \$200 less 25 per cent or whether it is \$150 net.

"Just a month ago several men from a Middle Western agency brought their prospective client into the Root Newspaper Association office. We gave them the entire afternoon for consultation and have another conference scheduled. They were going to sell their product direct to the trade, as per popular fancy. We showed them the fallacy of that method of selling such a product as theirs. They will, therefore, sell it through jobbers. Their package was unusually attractive, but entirely impractical by reasons of certain conditions in the retail store. They had planned to spend several thousands of dollars and a month's time gathering information, which we produced here in half an hour. The advertiser openly complimented his agent for planning this conference and thus avoiding serious merchandising mistakes, which would have practically nullified the value of the advertising campaign that in itself was very excellent.

"Any agent who sincerely works constructively in the interests of his clients and of permanent success and who wants that which any division of the Root Newspaper Association can supply can have the service and co-operation of any department of the business.

What we want is that advertising agents might for their own sake, as well as ours, demonstrate the power of trade-paper organizations, using such service we may have to render and putting enough steam into trade-paper advertising to develop its proper power. This would automatically bring about a better appreciation of the power of the trade press and would obtain for it that place in advertising thought and that part of advertising appropriations to which it has long been entitled, but which advertising agents as a whole have denied to it.

"When that day comes that the advertising agents and trade publishers, with their technical staffs, work together, the list of dead textile advertisers will no longer be held up as so powerful an argument against national advertising. That list will be gradually outmatched by *successful advertisers*. You will see millions of dollars profitably spent in advertising by textile manufacturers and millions more in the other subdivisions of what is popularly known as dry goods and department store merchandise."

Henry G. Lord, one of the publishers of the *Textile World Record*, Boston, said:

"The *Textile World Record* pays a commission of 10 per cent to recognized advertising agencies. We do business with about 30 different advertising agencies, and the greater part of our experience with the majority has been satisfactory.

WHAT AGENCIES DO FOR TRADE PAPERS

"I appreciate Mr. Phillips's position and that of other publishers who take the ground that he does, but I think conditions vary with each publisher's business, and I am of the opinion that in our business, when we balance the commissions paid against the saving in time and traveling expense of advertising men, new business received that would otherwise not have come to us, copy and plate service rendered and the tendency of agents to advise the advertiser to use adequate space and their

desire as well as our own that the space should be well and profitably used, we are probably better off to accept the prevailing custom.

"In the first place, we get a good deal of new business that we would not be likely to get otherwise. Secondly, most of the business the *Textile World Record* gets from advertising agents is collateral advertising; that is, for equipment that is common to all factories, not necessarily textile, and we think agents are as well, and perhaps better, fitted to handle such copy as we are, and thus enable our customers to get good service. In the third place, the commissions paid agencies which do not deserve it amount to so little that it seems unnecessary to disturb the satisfactory relations with the others, who are in the great majority. It does not seem to us possible to discriminate without being involved in endless controversy. You must either pay a commission or you must not.

"Where the publisher allows an agency commission it seems to us logical that the advertiser whose business is placed direct should receive free copy service from the publisher. This does not necessarily mean that drawings, sketches and cuts should be made for him without expense any more than such should be made without expense for an agency. But if the publisher allows a commission to an agency and that agency gives service, the publisher ought certainly to attempt to give equally good service to the advertiser who comes to him direct, and that is what we try to do.

"It does not seem to me that this question is a matter of abstract right or wrong, but merely a matter of business policy which each publisher must necessarily consider for himself. If an advertiser prefers to do business through an agency, we are very glad to co-operate with the agency in every way to make the business as profitable as we can for the advertiser. If we find that the agent is handling the account in such a way that it is not likely to produce good results for the advertiser and

therefore cause dissatisfaction with our publication, as well as with advertising in general, we do not hesitate to point out mistakes to the agent."

Franklin P. Shumway, president of the Franklin P. Shumway Company, advertising agent, Boston, presented the agency standpoint. He spoke in substance as follows:

"Advertising must consider four great factors: manufacturer, jobber, retailer, consumer. The first of these must reach the second two in order to do business with the fourth factor—and the trade paper is his means to that end.

CO-OPERATION NEEDED

"Let us co-operate. Stop knocking. Help one another. Refrain from 'hogging' the appropriation and let us keep in mind that advertising is more than a business, that it is one of the best and grandest, one of the most constructive professions in the world."

Other agents who spoke were H. B. Humphrey, Perry Walton, J. Wesley Barber and M. V. Putnam. The more important points brought out in their talks may be briefly summarized as follows: Custom in advertising business calls for the payment of an advertising-agency commission and trade papers should give it as well as other advertising media. The custom of some trade papers giving old advertisers an old rate and charging new advertisers and advertising agents a newer and higher rate was strongly condemned as mitigating against the development of advertising and against the advertising agent who was not able to quote as low a rate as the advertiser was able to get by dealing direct, thus making it practically impossible to get a service fee from the advertiser. The advertising agent is able to develop and create for the trade press business that it can never get without his help. Trade papers do not supply to agencies as much information as is frequently needed, and cases were cited to prove this contention.

The advertising agent should demand and get 15 per cent on

the gross, rather than on the net, as is done in so many cases.

Trade-paper publishers have the wrong point of view; they fail to realize that the agent really earns all the commission he gets and frequently much more.

The following publishers of trade and technical papers also spoke: F. F. Cutler, president, *Shoe and Leather Reporter*; A. C. Barker, publisher *New England Grocer and Tradesman*; James H. Stone, *The Shoe Retailer*, Boston. Some of the points they brought out may be stated as follows: The trouble with some advertising agents is that they promise much more than they fulfil. The average advertising agent doesn't know enough about the trade, technical and class journal field intelligently to select the proper mediums or prepare the most efficient copy, consequently when they should place a trade paper on a list they frequently, rather than take the time to investigate, leave the paper off, or recommend another means of advertising, or ignore the trade entirely, concentrating exclusively on the consumer. The advertising agent should get closer to the trade-paper organizations and encourage them to give them the information they need for their client.

The committee in charge of the meeting consisted of the following for the advertising agents: Perry Walton, president of the Advertising Agents' Division of the P. P. A.; M. V. Putnam and F. P. Shumway.

For the Business Press: J. J. McPhillips, chairman of the Technical, Trade and Class Journal Division of the P. P. A.; F. K. Kretschmar and Geo. R. Glendining.

Spencer Leaves Autocar

Charles H. Spencer has resigned as advertising manager of the Autocar Company, Ardmore, Pa., and has opened an advertisers' service office in Philadelphia.

Gerald Mygatt With Batten

Gerald Mygatt, formerly with Calkins & Holden and lately director of publicity for *Leslie's Weekly*, has joined the staff of George Batten Company.

T. P. A. Hears From the Engineer

The second of the series of meetings of the Technical Publicity Association, New York, devoted to the general subject of marketing a technical product in the engineering-contracting field, was held February 11th. John H. Gregory, of the firm of Hering & Gregory, New York, consulting engineers, spoke very clearly and convincingly as regards the attitude of the engineer towards advertising. Particularly with respect to the catalogue, Mr. Gregory's remarks were practical and to the point. He was strongly in favor of the adoption of a standard size for catalogues, either $8\frac{1}{2} \times 11$ or 6×9 inches, the standard sizes which the T. P. A. itself has been recommending for several years.

The second speaker of the evening, Edwin Seton Jarrett, until recently vice-president of the Foundation Company, New York, discussed the subject from the standpoint of a man who has been for 25 years in the contracting business. Both speakers went into details and answered many specific questions from the floor. Comment on these meetings has been extremely favorable, in as much as they give to members the opportunity to get the unbiased viewpoint of the men who actually use and specify the goods.

H. D. Robbins Now an Investment Broker

H. D. Robbins has resigned as advertising manager of N. W. Halsey & Co., New York, to engage in the investment security business under his own name. Mr. Robbins was formerly chairman of the National Vigilance Committee of the A. A. C. of W., and has taken an active part in the association's affairs generally.

In Charge of Rexall Dealers' Advertising

G. Maynard Sanford, recently advertising manager for the wholesale jewelry house of Norris, Alister-Ball Company, Chicago, is now in the advertising department of the United Drug Company, Boston, in charge of the advertising for the 7,000 Rexall dealer stockholders.

Portfolios Compiled for Individual Needs

The Macbeth-Evans Glass Company addresses specializing architects thus in trade paper advertising:

"Let us compile for you an individual portfolio of lighting glassware and fixtures especially adapted to your line of work."

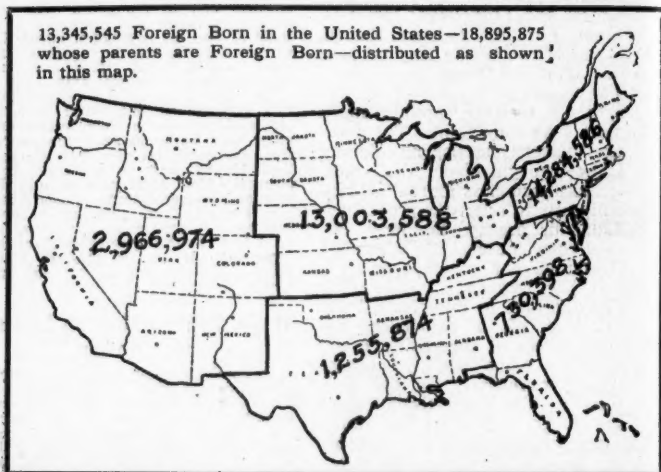
Lasker President Lord & Thomas

A. D. Lasker has been elected president of Lord & Thomas, Chicago, to succeed C. R. Erwin, whose resignation has been announced. Mr. Lasker owns the majority of the stock of this agency.

"EXPORT YOUR GOODS TO

By LOUIS N. HAMMERLING, President, American Association of Foreign Language Newspapers

Mr. Manufacturer: The Foreign Language Newspapers published in 29 different languages in the United States offer you the means of reaching a big virgin field at home—all ready to absorb your goods.



There are in the United States 13,345,545 foreign born men, women and children and 18,895,875 people whose parents are foreign born or 35% of the total population.

These people are earning American wages—are thrifty home builders—their tastes and needs are rapidly being Americanized—they will buy your goods if you will appeal to them through the papers printed in their own language.

BIG UNEXPLOITED FIELD

You, Mr. Manufacturer, have not fully realized the magnitude of this market and have not taken advantage of its possibilities.

Do so now. Every manufacturer is seeking new outlets for his goods. Here's a big virgin field right at home, which you can reach through our service.

AMERICAN ASSOCIATION OF FOREIGN LANGUAGE NEWSPAPERS

912 to 926 Woolworth Bldg., New York LOUIS N. HAMMERLING

S TO THE UNITED STATES"

American Association of Foreign Language Newspapers, Inc.

BUY 100% INFLUENCE

The Foreign Language Paper is read much more thoroughly than its English contemporary. If your goods are advertised in his mother tongue the foreign born reader will believe in and buy your products because he believes in his paper.

10 REASONS WHY

you, Mr. Manufacturer, should now use the foreign language papers to advertise and sell your goods.

1. The surest way to reach 35 per cent. of U. S. population.
2. Virgin market—practically unexploited.
3. Good demand now—can be increased.
4. Foreign born American is thrifty.
5. Newspapers very influential.
6. Get in on the ground floor now—demand once created for your goods not easily diverted to your competitor.
7. Look at the map opposite and the statistics.
8. Association of Foreign Language Newspapers offers you service not previously obtainable through individual publishers.
9. Practically no duplication of circulation.
10. You can sell American goods you already manufacture—special export goods unnecessary.

Following are some of the representative firms using our service—write them and learn at first hand what we have accomplished for them.

Standard Oil Co. of Indiana - Chicago
International Harvester Co. - Chicago
Ingersoll Watch Co. - - - New York
Consolidated Gas Co. - - - New York
American Tobacco Co. - - - New York
The B. F. Goodrich Co. - - - Akron, O.
Corn Products Refining Co. - New York
Bankers Trust Co. - - - - New York

Scott & Bowne (Scott's Emulsion) - Bloomfield, N. J.
Anheuser-Busch Association - St. Louis
L. E. Waterman Fountain Pen Co. - New York
Delaware Lackawanna & Western Ry. - New York
Weyman-Burton Co. - - - - New York

The American Association of Foreign Language Newspapers comprises 694 newspapers in 29 languages, circulating in the U. S. and Canada, with a total circulation of 7,380,000 per issue.

The American Association of Foreign Language Newspapers has united the foreign element into a tremendous force which will carry your goods into thousands of prosperous homes, inaccessible through the native American press. Your advertisement will be translated into any language, and we will gladly consult with you and outline a campaign in those papers and sections best adapted to your product. We accept business direct or from all recognized Advertising Agents. Wire, telephone or write us to-day.

FOREIGN LANGUAGE NEWSPAPERS, Inc.

HAMMILL, PRESIDENT

Peoples Gas Building, Chicago

416 Books a Minute

Think of it!
Twenty-five thousand copies
per hour of a 32-page book-
let size 6 by 9 inches with
cover in two colors!

We Have Capacity

For big jobs. We have
quality, too. Let us show
you samples. Let us prove
how we print and bind by
one machine at one opera-
tion—doing the work of six
ordinary flat-bed presses,
two folders, two trimmers
and six wire stitchers.

Bed Rock Prices

In lots of 500 M we quote
\$3.50 per M for the 32-
page booklet mentioned.
Less quantities and other
specifications proportionate-
ly low.

Write Us

Tell us your needs—let us
quote you. We will agree-
ably surprise you in quality,
time and cost on your next
catalogue!

A-TO-Z PRINTING CO., 2nd
SOUTH WHITLEY, INDIANA

B. V. D. Hasn't Given Up the Fight Notwithstanding Adverse Court Decision

THE B. V. D. COMPANY
NEW YORK, Feb. 11, 1915.

Editor of PRINTERS' INK:

In your issue of PRINTERS' INK of
February 4, page 26, we note your com-
ments regarding the decision in the
Potter case.

In the Potter case, the trade-mark
"P. C. G." not having been registered
as yet, it was impossible to show by
proof that such a registration would, if
granted, actually injure the B. V. D.
Company. Until such a registration is
effected we could only surmise the dam-
age which such a registration might
bring, but could not as yet prove it.
If at any future time the B. V. D. Com-
pany is injured by the use of the
"P. C. G." trade-mark by Potter or
his licensees, and if legal proof of such
damage is presented, the B. V. D. Com-
pany is free to proceed under Section
13 of the Trade-Mark Law to apply to
the Commissioner of Patents to cancel
the registration of "P. C. G."

The Court of Appeals did not decide
that trade-marks like "P. C. G." are
free from attack and can never be over-
thrown at the instance of the B. V. D.
Company, but merely that the Court
requires substantial evidence, showing
conditions of actual confusion in the
trade, and until such confusion is
shown, they will not interfere.

There is every likelihood that goods
bearing the trade-mark "P. C. G." in
the hands of some, at times more keen
than upright in business, will work
confusion and injury to the B. V. D.
Company and should it be trafficked
with on the basis that it works con-
fusion and injury to the B. V. D. Com-
pany, we will go to court to have the
registration cancelled and annulled.

Kindly print this letter in an early
issue, in order that your readers may
not infer that trade-marks as close to
B. V. D. as "P. C. G." can be safely
used.

THE B. V. D. COMPANY.
ABRAHAM ERLANGER,
President.

Cowan Goes in Business for Himself

Harrison J. Cowan, who for two
years has had charge of the mechanical
work at the Cowen Company, advertis-
ing agency of Boston, has gone into
business for himself in that city under
the name of Cowan Publicity Service.

Green Has Markham Account

The Markham Air Rifle Company, of
Plymouth, Mich., maker of King air
rifles, has placed its advertising account
with the Carl M. Green Company, De-
troit.

J. C. Halliday, formerly of the Curtis
Publishing Company, of Philadelphia,
and more recently of the *Outlook*, is
now with Joseph E. Baer, Inc.

Telephones President Woodhead Across Continent

Last Thursday Rowe Stewart, of the Poor Richard Club, Philadelphia, talked from Independence Hall with William Woodhead, president of the A. A. C. of W., in San Francisco, over the new transcontinental telephone line. The substance of the conversation follows:

Mr. Stewart: "The Poor Richard Club of Philadelphia sends you its greetings and best wishes."

Mr. Woodhead: "Thank you very much. I am glad to hear your voice and to hear from the Poor Richard Club. I also extend to the club my very best wishes. I expect within a few days to start on a tour of the country, visiting the advertising clubs in the different cities, and I will reach Philadelphia on April 16th, when I hope to see you all."

Mr. Stewart: "I am very glad to know that you will be here and we will take a lot of pleasure in entertaining you on that date. We want the 1916 convention in Philadelphia. We are working on it now, and fired the first gun on Wednesday, January 27th, when we had Mr. Samuel Dobbs, of Atlanta, and Mr. Llewellyn Pratt, of New York, here at luncheon. We want you to be for Philadelphia and we want you to come to that convention. We have even established a new steamship line direct from Philadelphia to San Francisco for your convenience."

Mr. Woodhead: "Yes, this is fine. I will hope to see you on the 16th."

At this point Mr. Stewart switched the telephone to Mr. Jarvis A. Wood, of N. W. Ayer & Son, also of the Poor Richard Club, who talked a few minutes and also urged him to think carefully over what Mr. Stewart had just told him in helping Philadelphia get the convention in 1916.

Chicago Ad Man Names a Ball Team

The honor of suggesting a new nickname for the Chicago Federal League ball team belongs to D. J. Eichoff, advertising manager of the *American Lumberman*, Chicago. Mr. Eichoff offered "Whales," and the suggestion was adopted over 350 other names proffered. In making his suggestion Mr. Eichoff submitted along with it a pen-and-ink sketch emphasizing the mightiness of the whale.

Sims Appointed Advertising Manager

Frank S. Sims, formerly assistant advertising manager of the Timken Detroit Axle Company, has been appointed advertising manager, taking the place made vacant by the resignation of E. A. Walton.

Leaves Packard for Timken

Owen B. Winters, formerly in the advertising department of the Packard Motor Company, has joined the advertising department of the Timken-Detroit Axle Company, as associate editor of the "Timken Magazine."



Not Odd Shapes

Not bizarre colors or designs, but quality look and feel is what makes Old Hampshire Bond stand out.

**Old
Hampshire
Bond**

To put your letters on Old Hampshire Bond will cost you just 1/10 of a cent per letter more than you are now paying.

Isn't this trifling investment worth while in view of the added prestige that the use of the best stationery in all the world will give you?

May we send you the Old Hampshire Bond Book of Specimens?—a book assembled and bound up to interest business men.

**HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASS.**

*The only paper makers in the world
making bond paper exclusively.*

Effective Use of Newspapers for Life Insurance Advertising

IMAGINE yourself to be an insurance solicitor—a life insurance solicitor—if you can. And then try to think of any other salesman who has a harder task than you have. You can't do it. As was pointed out in **PRINTERS' INK** a week or two ago in illustrating another point wholly apart from insurance, the man who sells life insurance has to almost compel a sale; almost never is he sent for and asked to show his wares.

Educating the public to the necessity, or at very least the prime advisability, of insuring against death is a problem that has been given a deal of thought, but which is not generally considered to have been solved. The manner in which it may be solved seems to be unfolding itself to the life in-

surance agents of Syracuse, up in New York State.

Almost two years ago the National Association of Life Underwriters devised a plan of co-operative advertising on a national scale, the cost of which was to be borne by assessing the insurance companies which are members of the association at the rate of five cents on each \$1,000 of paid-for new business. Later on obstacles were encountered which made the plan impracticable. Chief among these was the aversion to advertising on the part of some of the more conservative of the old-line companies, which refused, as a consequence, to become partners in the undertaking.

But the moving spirits knew that the plan was feasible, and so the local underwriters' associations, located in the larger cities of the country, were shown how it might be successfully worked out city by city, without calling on the home offices of the various companies for financial aid.

The Chattanooga association was apparently the first to make an actual attempt at co-operative advertising, in the fall of 1913, and the campaign was noted in **PRINTERS' INK** at the time. Similar advertising is being planned even now in other cities, but Syracuse is probably the first city to follow out the Chattanooga idea in its entirety.

In Syracuse the co-operative . cam-

THE LIFE INSURANCE NEWS

PUBLISHED WEEKLY BY THE CITY UNDERWRITERS ASSOCIATION OF SYRACUSE

VOL. 5	SYRACUSE, N. Y., THURSDAY, JANUARY 24, 1914	NO. 5
Syracuse Life Underwriters Association of Syracuse	Syracuse Life Underwriters Association of Syracuse	Syracuse Life Underwriters Association of Syracuse
CONTENTS	LIFE INSURANCE	LIFE INSURANCE
LIFE INSURANCE	LIFE INSURANCE	LIFE INSURANCE
LIFE INSURANCE	LIFE INSURANCE	LIFE INSURANCE
LIFE INSURANCE	LIFE INSURANCE	LIFE INSURANCE
LIFE INSURANCE	LIFE INSURANCE	LIFE INSURANCE
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TYPE OF THE DAILY NEWSPAPER ADVERTISING. THE UNIFORM STYLE IS TO BE USED FOR A YEAR'S CAMPAIGN

Suppose—

that the 27,000,000 people who attend the Movies daily couldn't go unless they bought your goods—

Suppose—that by buying your goods they could see the Movies free—what then?

This has all been arranged—and our proposition is ready for your consideration—

The magnitude of it required the building of an enormous organization backed by unlimited capital.

It is the greatest coupon plan that the mind of man has yet devised.

A world breaking business getter—

You are the interested party.

ROBYN-KANDER SERVICE

MALLERS BUILDING

CHICAGO, ILLINOIS

"They've Got You Good— Anyway"

"Mr. Griggs, the New York office has called my attention to a poor policy of your department."

"I've been expecting something of the sort ever since I refused to let them replace their oak furniture with mahogany. What is it?"

"They've got you good—anyway. Here are seventeen office forms and no two are on the same quality of paper. Now that seems to indicate a lack of system in buying."

"Possibly. It's because we give out this work on competitive bids and a form is rarely printed by the same printer twice."

"I know; but wouldn't it protect us to pick out a standard paper that we know will always be the same in quality, color and finish and which is water-marked so you can tell what you are getting—and then stick to it?"

"That's the only safe way of course—the trouble is to find a paper we can rely on absolutely."

"Just so—and without meaning to interfere, I have taken the liberty of sending for a portfolio of samples of a paper which seems admirably suited for our forms, form letters, price lists, etc. It is strong, attractive in looks and has a quality feel and rattle and the price is moderate. It is Hammermill Bond; here is the Portfolio."

Send for a big Portfolio showing samples in three finishes and in 12 colors and white.

Hammermill Paper Co.
ERIE, PA.

**HAMMERMILL
BOND**

"The Utility Business Paper"

Envelopes to match

Investigate Hammermill Safety
Paper used by the United States
Government

paign in the newspapers comes as a result of efforts begun two years ago by the advertising department of the *Post-Standard*, of that city, when some twelve prominent life insurance agencies united in a plan to establish a half-page advertisement, giving an educational talk on life insurance, with their firm names set at the left of the talk, once a week for a year.

The campaign ran for about eight months and was discontinued because sufficient funds could not be secured at that time to carry it any farther. It was a success, however, from a publicity standpoint, and had much to do toward persuading the association this year to get together for another campaign. The Syracuse delegates to last summer's national convention returned home filled with enthusiasm for co-operative publicity, and transmitted a good measure of this enthusiasm to other members.

It is quite likely, however, that the advertising never would have really gotten under way if newspaper men's aid had not been enlisted. Jerome D. Barnum, business manager of the *Post-Standard*, and A. D. Churchill, advertising manager of the *Herald*, were called in to help work out the plan, and they solicited every insurance office and every individual insurance man in Syracuse for contributions ranging from one dollar a week up. In the industrial branches of the companies, employing as many as seventy or eighty men to get the small weekly payments from the laboring classes, each of the salesmen was persuaded to give up a cigar a week and pay ten cents to help the plan.

The preparation for the campaign was completed last month, and the Syracuse Underwriters Association is now signed up for advertising to run in the *Post-Standard* and the *Herald* once a week for a year in a space four columns wide and 140 lines deep. Several of the old-line companies would not even permit their agents to subscribe toward the advertising, as they would not allow their

company names to appear. If any of them decide later to join the movement, the space in the papers will be enlarged.

Several features of the advertising are noteworthy. The fact that insurance companies have joined hands will be commented on favorably; the cumulative value of the year's campaign will be effective.

But the most significant feature is the form of the copy itself. It is headed "Life Insurance News," and in every respect bears an exact resemblance to a newspaper page. The advertisements will be edited by the Sunday editor of the *Herald*, in order to strictly maintain this similarity of appearance. The weekly space becomes peculiarly the property of the advertisers; it is in the nature of a publication of their own, although the inherent advantages of this form of a periodical as compared with the usual house organ are readily apparent.

A FORM OF ECONOMICAL ADVERTISING

Cost consideration should convince the agents who are doing the advertising that they have taken a wise step. The year's expenditure will be \$3,500, and the circulation will be in excess of 87,000 a week, based on the 1914 reports of the two papers.

Suppose these companies had determined to issue a joint house organ called the "Life Insurance News," and send it weekly to a list of only 10,000 names in Syracuse—which would not begin to cover a city of 150,000 people. The bare cost of postage stamps would be \$5,200, and the cost of the booklet itself would be much or little, according to the desires of those who footed the bills. A very considerable item would be charged in a year's time to envelopes and addressing.

An important effect of the advertising, although one entirely apart from the purpose intended, has been the creation of new advertisers in other activities. The laboring men of Syracuse have adopted a similar form of advertising to show their various



TRADE MARK, REG. U. S. PAT. OFF.

"Unlike any other paper"

Would you say that getting 1096 inquiries from a twenty-line advertisement for \$90 was good, bad or indifferent?

What was given away?
One small catalog.

If you will be as careful with your copy as this man was, you will do relatively as well in

The Farm Journal

A. B. C. MEMBER

Washington Square
Philadelphia

accomplishments, and principles which they stand for. Also, the city of Syracuse is about to put through a budget for regular advertising to show what the administration is doing and what it has done in the different departments.

The new field has large possibilities, which ought to occur not only to those who might thus advertise themselves to advantage, but also to newspaper publishers who should be able to stimulate co-operative advertising by means of what may be called a newspaper within a newspaper.

Elusive Mailing Card Accomplishes Good Purpose

CUSHMAN MOTOR WORKS
Manufacturers of Gasoline Engines
LINCOLN, NEB., Feb. 6, 1915.

Editor of PRINTERS' INK:

There is more truth than poetry in the old saying that "It is an ill wind that blows no one good," and it could hardly be better emphasized than by the following letter received in to-day's mail, which reads:

"Picked the enclosed card up back of our store. Evidently the wind had blown it from our neighbors, the hardware store. We need a small gasoline engine. Would like to read your literature.

"BOYKINS DRUG COMPANY,
"Boykins, Virginia."

In explanation of the above would say that we have a mailing list of several thousand hardware and implement dealers. This letter shows the disposition made by one firm of our mailing card.

CUSHMAN MOTOR WORKS.
N. H. WILLIAMS,
Sales Manager.

What It Costs to Produce a House Organ

The following figures are given by F. G. Eastman, advertising manager of the Packard Motor Car Company, as representing the cost of the autumn number of that company's house organ: Plates, designs, etc. \$362
Printing, binding and mailing.... 1,428
Paper 787
Envelopes 96
Postage 835
Drawings 200
Editorial work..... 500

Total \$4,208

Agency Has "Standard Sanitary"

The magazine and newspaper advertising of the Standard Sanitary Mfg. Company, of Pittsburgh, is being handled by the Taylor-Critchfield Company, of Chicago.

Advertising Courses in High Schools

HARLEM EVENING HIGH SCHOOL
FOR MEN

NEW YORK, February 11, 1915.

Editor PRINTERS' INK:

I read with much interest in PRINTERS' INK the article by J. B. Powell on "Advertising as It Is Being Taught in Schools and Colleges." While the subject is discussed at length with reference to colleges and universities, there is an obvious omission regarding the lower schools of learning. I refer particularly to some half-dozen evening high schools in New York City that are conducting courses in Advertising and Salesmanship.

The courses in our school are given four nights a week—Monday to Thursday—for a period covering one hundred and twenty school nights. Each night is divided into three periods, during which the young men pursue studies in various subjects. There are about one hundred and twenty young men receiving instruction in these courses in this school alone.

The subjects covered during the year include the general principles of advertising and selling, the writing of advertising copy, the principles of display and layouts. The various advertising media—newspapers, magazines, trade journals, posters, street cars, catalogues, etc.—are each considered, and the advantages and uses of each are pointed out. So as to make the course of practical value to the students, they are required, about once a week, to write copy and draft layouts, or to work out some other advertising or selling problem, either general or for the particular line of business in which they are engaged. The advertising problems confronting retailers, jobbers, manufacturers and mail-order firms are also considered and a simple advertising campaign is planned for each.

The instruction in salesmanship consists of a presentation of the personal attributes and qualifications to be developed by successful salesmen, and the elements of selling methods and merchandising.

Men prominent in the advertising or selling business are invited from time to time to deliver lectures on the particular phase of the work in which they have specialized. For example, the typographical expert of a very large agency spoke on the "Printing Art Applied to Advertising."

Many of the young men who pursue these courses are either engaged in the advertising or selling business and desirous of advancing in their position, or they are planning to enter this field of activity and are therefore preparing themselves as thoroughly as possible.

HYMAN L. ROTH,
Instructor in Advertising
and Salesmanship.

Twelve-inch copy for Thos. Savill's Sons, advertising the Savill patent water faucet, is being sent to Pennsylvania papers by the E. Everett Smith Advertising Agency, Philadelphia.

How to Hammer Your Market so that "Something Gives"

Nobody ever built a good house without driving nails in just exactly the right place. And no good carpenter tries to drive a nail straight and clean *with a broad wooden maul*.

What do *you* use when hammering your market—a concentrated steel hammer or a broad wooden maul? Go over your sales records and reports. It is a good guess that there are at least a dozen cities where your "general formula" of advertising isn't making things happen.

Cincinnati is one of the best markets in the country for a newspaper campaign. Many of the manufacturers are working their plants overtime, and the large pay-rolls are a big factor in giving the community real purchasing power.

THE CINCINNATI ENQUIRER

has dominated this field for many years, and can deliver your message to the class of people who can pay for your product.

For further information about Cincinnati as a market for your goods, write direct to

THE CINCINNATI ENQUIRER

or

I. A. KLEIN
Metropolitan Tower
New York

JOHN GLASS
Peoples Gas Bldg.
Chicago, Ill.



Advertising A New Product

When the Crane Company (Bridgeport Division), began their advertising campaign on the new C. C. Self-Cleaning Strainer, last year, Practical Engineer was selected as one of the mediums.

As this campaign has developed our Advertising Service Department has been able to offer copy and illustrative suggestions and service. The above reproduced advertisement is a product of our service department.

PRACTICAL ENGINEER

(Semi-Monthly)

helps its advertisers direct their appeal to the particular class of men who read it. These men—Chief Engineers, Purchasing Agents, etc., buy the bulk of power plant goods and Practical Engineer is the quickest road by which to reach their buying opinions.

It has a circulation of 22,500 copies, has one advertising rate card, and gives a circulation guarantee with every contract. Member of A. B. C.

Send for circulation map and rate card.

Technical Publishing Co.
537 South Dearborn St. Chicago, Ill.

R. H. Macy & Co.'s Views of Advertising

Percy S. Straus of That Firm Explains the Test Which Merchandise Should Undergo Before Comparative Values Are Quoted—Premium Coupons Weighed in the Balance

PERCY S. STRAUS, of R. H. Macy & Co., at the annual dinner of the National Retail Dry Goods Association, said:

"At Macy's we have no merchandise men. Important groups of merchandise, if they do not pass the scrutiny of a member of the firm (before they get to the advertising department) at any rate come to his attention. This has brought me into close contact with buyers and their methods. Having been impressed with the fact that their copy must be truthful, they frequently try to juggle with the imaginary difference between truth and accuracy. And half-truths result. To check them in the advertising office is well-nigh impossible. The buyer must be made to see that a half-truth is a whole lie.

"And when that has been accomplished there is still a subject with which we have learned never to trust the man who has bought the merchandise. That is a question as to its value in contradistinction to the price at which he wants to sell it. Just as everybody's baby is the best in his own eyes, so in the eyes of the buyer is the merchandise he has bought. To avoid this danger of error with as great a prospect of success as possible we have made it an absolute rule that no value different from the sale price may be quoted in our advertisements unless the advertising department has satisfied itself as to the correctness of the quoted value by actually purchasing the same merchandise in other stores. The only exception permitted is in the case of advertised reductions from former prices in our own store, this being a question of fact and not of opinion."

Mr. Straus does not believe in premium coupons and trading stamps, as is set forth in the following remarks:

"Why should a retailer sell merchandise that contains as an inducement to the consumer a slip of paper that is claimed to represent an actual four per cent discount or the equivalent of an eight per cent discount in merchandise. If there be a real margin of profit to justify such a gift from the manufacturer to the consumer, would it not be better from any square dealing point of view to reduce the price to the retailer correspondingly and enable him to pass the advantage on to the consumer? There are only certain consumers who take an interest in the premiums for which the coupons are exchangeable. The others, and I suspect they are the vast majority, pay the increased price and receive no return for the increase. It is merely another attempt to befog the direct appeal for patronage on the basis of quality and value.

"As retail distributors, we department store men must combat this questionable attempt to put us in the class of mere manufacturers' agents, who are to hand out branded merchandise to a clientele created by unbusinesslike methods, that are sure to be short-lived in their appeal. As soon as the public realize that they have been betrayed the innocent merchant will be made to suffer with the guilty manufacturer.

"The mission of the retail distributor is to obtain the merchandise that the consumer demands as near the source of supply as possible, and then to place it within easy reach of the consumer with as small an increase in price as good service and legitimate profits will permit. To live up to this formula requires the eradication of premium coupons, trading stamps, extravagances of all kinds, and the development of every possible short cut that expert management can devise."

(NOTE: PRINTERS' INK's opinions of Mr. Straus' arguments will be found on our editorial page for this week.)

Stock Farms Are Productive

There's a reason.

Under the golden hoofs
of live stock the fields
grow rich.

Blue grass and clovers,
corn, oats, and forage
crops of all kinds are
grown and consumed
on the land where
they are produced.

That's why the Middle
West is rich.

IT has become an accepted truth that the substantial farmers throughout the Middle West look upon THE BREEDER'S GAZETTE as their one best medium of intercommunication — the one journal to which they can turn from week to week and find the latest and most authoritative original information touching the practical handling of land and live stock as a business proposition.

Please give us an opportunity to convince you as to the foregoing. Permit us to send you a recent issue of THE GAZETTE at our expense.

Address

THE BREEDER'S GAZETTE

542 So. Dearborn Street
Chicago, Ill.

Or

GEORGE W. HERBERT, Inc.
Advertising Building
Chicago, Ill.

Or

WALLACE C.
RICHARDSON, Inc.
41 Park Row
New York City



Member Audit Bureau Circulations

Fixing the Advertising Appropriation

A Percentage of Gross Sales an Unreasonable Basis—Useful, However, as Means of Determining Normal Expenditures

AS was stated in a preceding article, the ratio between an advertising appropriation and the gross sales is to be regarded as a means of measuring the energy put into the advertising, rather than a criterion by which future appropriations are inflexibly to be fixed. Even in the department store field, where appropriations are most severely judged in comparison with sales, we find that outside conditions frequently exert most profound influence upon the ratios. W. R. Hotchkiss, of the Cheltenham Advertising Service, New York, and formerly advertising manager of Gimbel Brothers' and Wanamaker's New York stores, writes:

"The advertising of a retail store can be, and really must be, very carefully controlled, and kept within a definite percentage of the gross sales, and so far as I have any knowledge, this percentage is always figured on gross sales.

"At Wanamaker's for many years we took a pride in keeping the percentage of advertising cost down very close to 2 per cent of the gross sales. Of recent years I know that it has very greatly advanced at Wanamaker's, and I should judge that to-day it was not less than 5 per cent.

"At Gimbel Brothers, being a newer store where the promotion had to be more aggressive in anticipation of business that had to be made, the percentage was still higher than at Wanamaker's, part of the time being considerably over 6 per cent.

"I find that most stores try to keep their percentage of advertising cost down to the neighborhood of 3 per cent, and I understand that Marshall Field is able to accomplish the supreme achievement of doing his advertising on 1 per cent of gross sales, and within this amount, which would be \$500,000 on a business of \$50,000,000,

in round figures, is included everything that is chargeable to advertising, including printed matter of all sorts, and all promotion expenses.

"When we consider the advertising appropriations of manufacturers, an entirely different condition exists. A great many manufacturers figure their advertising as a very large part of the cost of the article. Take a tooth paste, for instance, the list price of which would be 50c. and the wholesale price \$3.50 a dozen, or about 29c. each. The actual cost of the article perhaps is 5c. to 7c. This item is representative of many articles bearing a trademark and nationally advertised, and it would admit of the manufacturers spending 25 per cent of his entire receipts in exploiting it.

"Other merchandise of a more staple character, such as rugs, shirts, petticoats and dress fabrics would have to spend a very much smaller percentage. In fact, I should judge that in the neighborhood of 5 per cent would be as much as most of them could afford, so I do not see how a percentage rule could be applied generally. Each manufacturer would have to be guided by the gross profit which he could make on his commodity, and this gross profit would be determined by the cost of producing the article, and the retail price which competition would enable him to secure.

"Many food products can easily afford to spend 20 per cent of their receipts for advertising, and I should not be surprised to find that some spend considerably more."

GROSS SALES DO NOT REPRESENT ALL THE FACTS

Now if it were possible in any line of business to base advertising appropriations strictly upon a ratio with sales, it would seem that the department store would

THE Aladdin-like success of United Cigar Stores from a one-store, six-dollar-a-day business in New York thirteen years ago to the 800-store, thirty-million-dollar-a-year business of today has stirred some of the largest and best known manufacturers of the country to a realization of the dynamic force of *profit-sharing* as a business-building principle.

"Profit-sharing" with its customers, in the form of United Cigar Stores Coupons, has been a feature of the merchandising plan of that business since the beginning.

So, realizing the *proved* power of United Cigar Stores Coupons, some forty-odd manufacturers of widely known, trade-marked goods have convinced themselves that the surest, most effective and most economical way to safeguard and promote *their* business is to *share their profits* with their customers, by adopting this same "United" Profit-Sharing Plan and by packing same "United" Coupons in with their goods.

Every day other manufacturers are being added to the forty-odd referred to above. For obvious reasons, not every manufacturer can "rub the lamp"—so quick action is imperative.

A book, entitled "The United Profit-Sharing Plan," tells the story. It isn't a long story—but it's mighty *interesting* and likely to be *profitable*. The book is sent, without cost or obligation, to any manufacturer, sales manager, advertising manager or advertising agent who writes for it on his company's letterhead.

UNITED PROFIT-SHARING CORPORATION

44 WEST 18th STREET, NEW YORK

Newspapers REAL Market Makers

Any advertiser—national or local—has one certain road open to the development or creation of markets. For the small retailer or the great department store, the newspaper is the one medium. For the national advertiser covering the entire country or the manufacturer expanding his trade by sections, newspapers are supreme.

Among newspapers,

THE SEATTLE TIMES

holds a high position. A growing list of advertisers is finding it more than profitable both as a producer of sales and a creator of good will. Only a thoroughly up-to-date paper fully equipped to satisfy the exacting requirements of the class of readers the TIMES is reaching can accomplish such results.

The TIMES covers the Pacific Northwest—the fastest growing market in the country. To advertisers who want to “start something,” we will gladly send full details and much interesting information.

TIMES PRINTING CO.

Seattle, Washington

The S. C. BECKWITH, Special Agency

Sole Foreign Representatives

New York Kansas City Chicago

be the most promising place to find the system in operation. The department store serves a limited territory which can be studied at first hand; it sells direct to the consuming public without the intervention of agents or middlemen; it handles a wide variety of goods of different grades and prices; the seasonable fluctuations in demand can largely be offset by skilful buying; it can keep in constant touch with what its competitors are doing, and can get the quickest possible action in meeting competition. Yet even the department store does not find a fixed percentage of the gross sales a sure guide to an adequate advertising appropriation. As Mr. Hotchkiss points out, the new store which breaks into the market, as Gimbel Brothers did in New York, must spend more money for advertising. When the “shopping center” shifts still farther away from Wanamaker's, the latter must spend more money in proportion to its sales in order to persuade people to travel the extra distance. Thus we find that market conditions make themselves felt quite as surely in the retail field as they do in the case of the manufacturer. Gross sales, taken by themselves, do not furnish all the necessary facts.

It is a fact, however, that the ratio between advertising expenditures and gross sales, when it can be obtained in the form of an average for an entire industry or the major part of an industry, may be very useful. The concern which is able to approach the subject of an advertising appropriation with the knowledge that the normal or average advertising expenditure in its field is 7 per cent of the gross sales will find its problem materially simplified. Its analysis of the market with respect to its own product will indicate wherein that normal average must be exceeded, and wherein it may reasonably be expected to prove adequate. The normal department store expenditure, for example, is known to be somewhere between 3 and 4 per cent of the gross sales. Exceptional circumstances require some

stores to spend more, and equally exceptional circumstances enable other stores to prosper with less. The normal expenditure does not by any means fix the *individual* appropriation, but it furnishes a starting point. It supplies a tentative ratio which is to be raised or lowered according to the analysis of the individual conditions.

A table of the average percentages of sales devoted to advertising in certain retail lines has been compiled by the A. W. Shaw Company, and published in a book entitled "Keeping Up With Rising Costs," by Wheeler Sammons, of the editorial staff of *System*. The figures were obtained from several thousand retailers in all parts of the country, and when averaged give the following result:

	Per Cent.
Groceries83
Hardware	1.12
Vehicles and Implements.....	1.22
Variety Goods.....	1.52
Shoes	1.65
Dry Goods.....	1.67
Furniture	2.72
Jewelry	2.85
Clothing	3.16
Department Stores.....	4.01
Mail-Order Houses.....	7.21

Those figures may be regarded as typical of present-day practice, and the retailer, by comparison, can determine whether his own expenditure is abnormal, and if it is, whether or not it is justified by abnormal conditions. For many reasons it is doubtful whether a similar table could be compiled for manufacturers which would not be entirely misleading. But any manufacturer ought to be able to arrive at a pretty close estimate of the average ratio between advertising and sales in his own line of business, and such an estimate will give him a good point of departure when he sets out towards the determination of his own ratio.

DANGER IN JUDGING THE FUTURE BY WHAT IS PAST

But the greatest objection to the use of the ratio between advertising expenditure and sales as an inflexible standard for future appropriations lies in the fact that it bases future progress upon past performance. Last year's sales

A dollar invested in OUTDOOR ADVERTISING

will go further this
year than ever before.

The Pacific Northwest will be more heavily traveled from this time on than any other section of America.

Five continental railroads will bring the tourists through this section, bound for the Shriners and other Conventions, and the magnificent Fairs and Expositions in California.

Your displays should be placed so as to get the benefit of this tremendous extra circulation.

Foster & Kleiser

Seattle	Tacoma
Portland	Bellingham

are water which has gone over the dam, and advertising looks toward the future. The point is aptly illustrated by G. C. Sherman, president of Sherman & Bryan, New York, who writes:

"The man who would hazard a guess as to what percentage of past gross sales a manufacturer should appropriate for advertising, to produce a certain percentage of future sales, could claim close kinship with the individual who would attempt to tell how much money a sick man ought to spend to get well.

"One reason why so many businesses are inefficiently advertised to-day is because manufacturers and advertising men too often base their advertising appropriations upon past performances, instead of upon faith in their product and faith in the future. Experience teaches me that advertising appropriations which yield the best results are those that are based each year upon the anticipated sales of the next year—never on past sales.

"Past performances are past. They teach us what *not* to do rather than what to do. They serve as signals but not as the rails.

"When I am asked to answer the question as to what percentage of gross sales a manufacturer should appropriate for advertising, I am content to place myself on record as answering 'I don't know.'"

W. C. D'Arcy, president of the D'Arcy Advertising Company, St. Louis, elaborates the same idea still further.

"One thing that makes the advertising business such an interesting field," he says, "is the fact that there are so many people engaged in it who take the matter seriously, and are constantly endeavoring to solve all sorts of problems and thereby increase the efficiency of space and the money devoted to the promotion of good goods.

"However, as regards the matter of fixing appropriations I entertain the opinion that it will never be possible to establish a rule of thumb that will enable

any manufacturer, or any advertiser, to state beforehand and with definite assurance that he's correct in his premises that a certain percentage of his sales will represent his advertising appropriation.

"There may be from time to time cases where my contention would be subject to a severe jolt, by virtue of some manufacturer having solved his problem after that fashion, but still these exceptions can't prove the rule.

"It's true that the department store, or retail store advertiser, can very largely determine his expenditure on the basis of sales, because his sphere is very limited; it's directly opposite to the kind of field that confronts the national advertiser. But even in the case of the retailer, his first year's advertising expenditure, if he's a big man and thinking of big business, will in all probability be wholly out of line with his first year's sales, at least so far as a nominal per cent which has been devoted to advertising is concerned.

HOW SOME MANUFACTURERS REASON IT OUT

"We have a concern who, for the present, at least, is basing its advertising appropriation on the number of customers it has and it allows a dollar for each for use in the advertising department. The sales aggregate over twelve million. Personally, I think it is working on the wrong basis.

"We have other manufacturers whose sales run into big figures, and who have in the past been allotting 10 per cent of their gross sales as their appropriations for publicity, and it seems in at least one instance to be working satisfactorily.

"We have other manufacturers who don't analyze their appropriation on the basis of their total sales, but who apply money for advertising on the basis of their deductions as to what conditions are generally, and which may interfere with, or make for business, in their particular field. In other words, they apply the charge in sufficient quantity to accomplish results in a given season, without

NEUTRALITY AND BUSINESS

Washington, D. C., is not personally interested in politics,—therefore, commissions appointed for the investigation of labor and business do not disturb the regular neutral position of the average Washingtonian. This was particularly exemplified during the past year when the European War upset, more or less, business all over the country. Not so Washington.

The National Government offices continue to grind out their regular amount of work day by day through their 30,000 well paid employees, whose wages keep Washington merchants busy. As a matter of fact, business is normal in Washington right now. Here is a particularly attractive field for the discriminating advertiser to investigate. To the manufacturer who is producing a standard high grade article Washington should be an interesting market. With a single advertising appropriation in **THE EVENING STAR** you reach every possible buyer of your product in the District of Columbia. More particulars for the asking.

COVER WASHINGTON
AT ONE COST THROUGH

The Evening Star

DAN A. CARROLL
Special Representative
Tribune Building, New York

W. Y. PERRY
Special Representative
First Nat'l Bank Bldg., Chicago

Depression What?

Not in the prosperous Northwest!

Wheat, \$1.65, corn 80c, oats 60c, hogs \$6.80 (Av.), cattle \$7.30 (Av.), sheep \$6.60 (Av.)

Prices on live stock and grain, while admittedly highest now, have been high for five years.

The long period of high prices has meant the accumulation of great wealth—buying power—among not only the farmers of the Northwest but the city people as well, who, being on the ground, have cashed in on the farmer's prosperity.

The MINNEAPOLIS JOURNAL, the leading newspaper in both quantity and quality circulation and advertising carried, in the great Northwest, will carry the advertiser's message into the heart of this depressionless territory where prosperity is not fictitious but an existing condition.

"The Minneapolis Journal is the cleanest Metropolitan paper in the United States."

O'MARA & ORMSBEE, INC.

*General Advertising
Representatives*

NEW YORK CHICAGO
BRUNSWICK BLDG. TRIBUNE BLDG.

regard to what the previous sales have been.

"Personally, I am convinced that every advertiser has such a different problem before him for solution that no cut and dried rule can be followed, either as to the media he uses, the size of space that he employs and the actual story he tells, or the amount of money that he appropriates for promotion.

"Two competing manufacturers can succeed, and market their products in totally different ways. Each will contend that his is the only way to success. So it really in our minds is purely a matter of an advertiser, through the aid of others, or by himself, finding out the human side of his package, or his product, and building a dress of publicity to fit its peculiar form. It may be a lean figure, or it may be a fat one. It may be old, or young. It may be an individual who performs every day, once a week, or once a month, and the publicity must be designed to suit the needs of that individual, or, if you please, product.

WHEREIN "READY-MADE" CAMPAIGNS FAIL

"The ready-made clothiers have, through scientific methods, figured the average man's measurements and adopted sizes for their garments that allow them to sell them, pretty generally, over the counter of the retailer. But the advertising business is so personal with a product that measurements must in each instance be obtained. A ready-made campaign might fit conditions in 90 per cent of the cases, but the 10 per cent guesswork, or loose-fitting ideas, might spell ruin.

"Advertising, to succeed to its fullest possibilities, must be designed to hit the mark each time the trigger is pulled. Therefore, percentages as the basis of an advertising appropriation are theoretically good, but practically unsound."

It may be interesting to manufacturers of different lines of goods to note the percentages of gross sales spent by a represen-

tative department store in advertising the goods of each department. If, for example, it costs the department store 3 per cent of its gross muslin underwear sales to advertise that department, it may indicate to the underwear manufacturer that he is himself spending too small a percentage for his own advertising. The following figures were given in a recent issue of the *Dry Goods Economist*, and represent the expenditures for each department of a well-known Pacific Coast store, whose entire advertising expenditure for the period covered, amounted to 2.5 per cent of its total gross sales. Of that amount, 1.9 per cent was used in direct newspaper advertising for specific lines of goods, and could, therefore, be charged to the proper departments. The other 0.6 per cent represents the general advertising expense (headings, tail-pieces, booklets, novelties, salaries, etc.) which could not be charged to any specific line of goods, and was distributed as a general overhead charge on all departments.

The following figures then, represent the percentages of gross sales of each department which were actually expended directly to sell the goods of the department, plus a general overhead charge of 0.6 per cent:

	Per Cent.
Art Goods.....	1.7
Beds and Bedding.....	2.7
Books	3.5
Cameras	1.6
Carpets, Linoleum, Mattings.....	2.9
China, Glassware, Lighting Fixtures	2.7
Clothing (Boys)	2.8
Clothing (Men's)	6.4
Corsets	1.7
Domestics (Wash Goods, Flannels)	2.2
Embroideries	2.8
Gloves (Women's and Children's).	1.5
Groceries	1.7
Hair Goods	2.7
Hair Dressing and Manicuring (including switches made to order).	.9
Hats (Men's and Boys')	1.8
Hosiery and Knit Underwear (Women's and Children's).....	1.8
House Dresses, Wrappers, etc....	2.2
Housefurnishings (inc. Hardware)	2.1
Infants' Wear	2.2
Jewelry, Clocks, Silverware.....	1.8
Laces	2.0
Leather Goods	2.2
Linens	2.3
Linings	1.2
Men's Furnishings	2.0
Millinery	2.6
Muslin Underwear	3.0
Neckwear, Chiffons, Veilings.....	2.0

GRAIN IS HIGH

What does this mean to the farmer besides increased income? It means big acreage of grain raised to sell, not to feed; it means more farming by engine power and tractors and less by horse and mule power.

Use "The Two Leading Farm Power Magazines" to reach the big up-to-date farmers who believe in newer methods.

American Thresherman and Farm Power

Established 1898

Gas Review

For the Gas and Oil Engine User

Established 1906

CLARKE PUBLISHING CO.

Madison, Wis.

NEW YORK.....Marbridge Bldg.
PAUL W. MINNICK

INDIANAPOLIS.....J. B. PARKER

CHICAGO.....Hearst Bldg.
J. C. ROGERS

BIG TRACTOR NUMBER— MARCH ISSUE

AMERICAN THRESHERMAN AND FARM POWER will contain special articles on use of tractors and chart on tractor performances.

Forms close February 22nd.

	Per Cent.
Notions	1.6
Patterns	4.2
Pictures, Frames, etc.....	1.3
Ribbons	1.4
Sewing Machines	5.3
Shoes	2.6
Silks and Velvets.....	2.1
Sporting Goods, Trunks, etc.....	3.6
Stationery	2.2
Suits and Coats (Misses).....	4.2
Suits and Coats (Women's).....	5.2
Toilet Goods	1.7
Toys, Baby Carriages.....	2.4
Umbrellas and Women's Handkerchiefs	3.2
Upholsteries, Lace Curtains.....	2.5
Waists, Petticoats, Sweaters.....	3.0
White Goods	3.5

Those figures are useful chiefly as showing what a wide variation there is in the percentages of the gross sales required to move different kinds of goods in the same market. They indicate as well as anything can the fallacy of attempting to draw conclusions as to what is a "fair" percentage of the gross sales to spend for advertising. A future article will discuss some of the methods whereby an appropriation is based upon an analysis of the possible market.

(To be continued)

Women Organize "Made in U. S. A." League

The Woman's National Made in U. S. A. League has been organized with headquarters in Washington. Efforts will be made to secure the enrollment of a large number of women, who will pledge themselves as follows:

"I pledge myself, for the welfare of my country, while the war lasts, to demand and buy, wherever possible, everything made in the United States and urge my friends to do likewise."

The wives of cabinet ministers, governors and other prominent women have already enlisted.

Offers Plant to Burnt-Out Competitor

When the Crescent Macaroni & Cracker Company's plant was destroyed by fire in Davenport, Iowa, recently, the Independent Baking Company promptly offered the night-time use of its factory to its stricken competitor.

Negro Press Will Seek Foreign Business

The National Negro Press Association, comprising 200 publications, has decided to appoint a joint representative to go after foreign advertising, with headquarters in Nashville.

Cotton Garment Exhibitions in Department Stores

Interest in cotton fabrics is being stimulated in leading cities by "Use More Cotton" exhibitions, in department stores. The first of the exhibits was held recently in the store of the C. F. Hovey Company, Boston. Seven hundred garments, designed by fourteen dressmakers, were shown, and chorus girls from the "Suzi" theatrical company were utilized as models.

The cotton fabrics which are shown in all the garments are the product of the Pacific Mills, which are promoting the exhibits. The purpose of the displays is, of course, to increase the demand for cotton dress goods.

The wool supply is being rapidly reduced, and new woollen goods are being placed on the market at advances averaging about 15 per cent over last year. The Pacific Mills are taking advantage of this, in connection with the surpluse of cotton, to show the wide range of wearing apparel into which the latter may be made.

The "Use More Cotton" exhibits are under the direction of the Franklin P. Shumway Company, Boston.

"Blind" Candy Ads in Tobacco Papers

The Westmoreland Candy Company, Richmond, Va., over the personal signature of its president, Grover C. Dula, has been running in the tobacco trade papers a "teaser" ad to introduce one of its products, "Pecanut Crisp," to retail tobacconists. Nothing to reveal the identity of the company is mentioned in the "copy." It runs as follows: "Be my guest at this feast! Send me your name and address, together with that of your regular jobber, and I will send you at my expense one of the sweetest surprises you ever had. It is something of which Richmond is very proud. It has nothing to do with tobacco, but it will help every tobacco man chase the glooms away, and make money for him. There's no 'string' to this offer, so write to-day. Grover C. Dula, President, Richmond, Va."

Clubs Will Get Ad Men Jobs

The Advertising Club of Los Angeles has established an employment agency for its members. Advertising men not actually out of positions will not be allowed to use the facilities of the employment bureau, and it will be conducted solely on a local scale.

The Advertising Association of Chicago has undertaken a work somewhat similar, although its operations are not limited to its own city.

Publication Changes Name

The *Index to Dates of Current Events*, published by R. R. Bowker Company, New York, is now known as *Information*.

INDISPENSABLE**in New England
Campaigns****THE PROVIDENCE JOURNAL****Daily — 20,641****Sunday — 32,948****SWORN NET PAID CIRCULATION FOR 1914****THE EVENING BULLETIN****48,777****SWORN NET PAID CIRCULATION FOR 1914****MEMBERS AUDIT BUREAU OF CIRCULATIONS.**

PROVIDENCE POPULATION	245,090
ASSESSED VALUATION	\$344,204,420
BANK CLEARINGS	\$401,946,300
PER CAPITA WEALTH	\$1308.08

The employees in 6875 establishments number 158,227.
 \$95,087,264.61 on deposit in savings banks by 50,679 people.

The Largest Plants in the World

in their lines are located in Providence: Brown & Sharpe,
 Tools and Machinery; American Screw Co.; Nicholson File
 Co.; Gorham Mfg. Co. (Silversmiths); General Fire Extinguisher Co.

**Trading Territory Population
Over Half a Million****CHAS. H. EDDY CO., Representatives****Fifth Ave. Bldg.
New York****Old South Bldg.
Boston****Peoples Gas Bldg.
Chicago**

START YOUR ADVERTISING IN NEW ENGLAND

Its people have been up and doing since that Monday in October when the Mayflower landed its passengers.

MANUFACTURING

Today it manufactures one-seventh of the entire manufacturing output of the United States.

AGRICULTURE

In New England the average in corn and potatoes is so far above that of the West as hopelessly to outclass the latter. New Hampshire ranks as the first state in the country in corn, and Connecticut is a good second—the former with 42.1 bushels to the acre and the latter with 40.3 bushels. Massachusetts with 39.4. In Illinois it is 38.8 bushels, in Kansas 27.8.

Still more significant are the comparisons of crop values. Massachusetts is a great manufacturing and commercial State. In 1905 her manufactured products had a value of \$1,172,808,782. Should not this eminence suffice? Is not agriculture something "on the side"? Yet, while Iowa's farm lands are eleven times

the area of those of Massachusetts, the value of her agricultural products is only nine times as great. Illinois has ten times the area and eight times the value. The tilled lands of Kansas are thirteen times as large as those of Massachusetts, and her crop values are only four and one-half times as large. Those of California are nine times the area, and her agriculture, with all her intensive fruit-raising, brings her in only three times as much money. Texas has forty times more land in cultivation, yet the crops of Texas are worth only five times as much.

A half-acre strawberry patch in Massachusetts yields 5,000 quarts, worth \$625. Eleven hundred dollars have come from an acre and a half of cantaloups. There are thousands of acres of asparagus with profits of \$300 to even \$600 an acre. Four acres of market gardening here have given a yearly income of from \$4,000 to \$5,000. Five acres in peaches market for \$2,500.

**NEW BEDFORD, MASS.,
STANDARD AND MERCURY**
Daily Circulation 23,079.
Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591.
Population 88,926, with suburbs 250,000.

WORCESTER, MASS., GAZETTE
Daily Circulation 24,626.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD
Daily Circulation 8,464.
Population 37,265, with suburbs 60,000.

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS
Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

**MANCHESTER, N. H.,
UNION AND LEADER**
Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

"Radames" Enjoined—Too Much Like "Rameses"

The case of Stephano Bros., Philadelphia cigarette manufacturers, against Stamatis D. Stamatopoulos, to prevent the alleged infringement of their "Rameses" cigarette trade-mark by the use of the word "Radames" was argued recently before Judge Learned Hand, of the United States District Court for the Southern District of New York. After hearing the argument of counsel for both parties and examining the testimony in the case, Judge Hand granted a final injunction perpetually enjoining Mr. Stamatopoulos from using the word "Radames" or any other word similar to the "Rameses" trade-mark of Stephano Bros.

This litigation was pending in the United States court and in the Patent Office at Washington, D. C., for several years, and there have been four decisions rendered by the different courts, in all of which Stephano Bros. successfully maintained their rights to prevent the use of the word "Radames" because of its similarity to "Rameses."

Fifty-Fifty

W. A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers' Association, in an address before the Six Point League recently, urged his hearers to energetically support the anti-free publicity propaganda to the end that the newspaper advertising columns might not continue to be robbed of a percentage of their legitimate business. He also told the following story:

"The automobile man of a certain newspaper said to me rather proudly the other day: 'These free publicity grafters aren't putting over anything on us these days. No, sir! On our paper it is fifty-fifty; they never get a column of free publicity unless they give us a column of advertising in return. That is the way we work it!'"

"War" on Non-Canada Goods

C. P. Wagner, proprietor of The Heart of London departmental store of London, Canada, a former resident of Grand Rapids, hit upon a novel method of a patriotic "Made in Canada" advertisement. The advertisement consisted of six pages, the first page being made up as a war extra with the announcement that for ten days a war on prices of all goods but those of Canadian make would be waged at his store. The sale was quite successful.

Raymond Olney With "Thresherman's Review"

Raymond Olney has taken charge of the power farming interests of the *Thresherman's Review* and *Power Farming* and the Gas Power Publishing Company, both of St. Joseph, Michigan. Mr. Olney was formerly farm power expert for the M. Rumely Company, and later editor of *Farm Engineering*.

PORTLAND MAINE'S GREATEST DISTRIBUTING POINT

is also a manufacturing center of no mean importance. These two elements should lead advertisers to advertise their goods in Portland, where are located the distributors of much of the merchandise sold throughout the State of Maine.

THE EVENING EXPRESS

will of course be the first choice because it is the one great daily of Portland. It is alone in the afternoon field and in circulation easily distances all other Portland papers combined. The EXPRESS is a great sales help.

JULIUS MATHEWS

Representative

Wanted A First Class Copy Man

One who knows something about the circulation of big magazines; who understands the mail-order method of getting circulation; who has written circulars that brought orders, and who can prove it.

A large publishing house has the opening for such a man. We want to know all about him—his connections—his experience—his accomplishments.

Write fully and frankly. Your reply will be strictly confidential.

"W. S." BOX 251
Care PRINTERS' INK

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, FEBRUARY 18, 1915

Macy's Opposition to Manufacturers' Advertising—“We department store men must combat this questionable attempt to put us in the class of mere manufacturers' agents, who are to hand out branded merchandise to a clientele created by unbusinesslike methods that are sure to be short lived in their appeal.” In those words, Percy S. Straus, one of the partners of R. H. Macy & Company, declared the attitude of his concern and sundry others towards the packing of premium coupons with manufacturers' goods. His speech is more fully quoted elsewhere in this issue of PRINTERS' INK. Though his attack was concentrated upon the premium system, it applies quite as logically, or illogically, to any sort of advertising addressed by the manufacturer to the consumer. As such, it cannot be ignored by advertising men.

Mr. Straus, and the other retail interests for whom he speaks, represent the “old guard” in the long struggle which was ably outlined by W. R. Hotchkiss, in last

week's PRINTERS' INK. It is primarily a struggle for the good will of the consumer, and the retail interests (that is, some of them) have fought step by step against what they considered the unwarranted invasion of their territory by manufacturers, through the medium of advertising. That they were fighting in a lost cause has long been evident, yet we still see what is left of them lining up for one more battle. This time it is the premium token which calls them to arms, but the immediate pretext is unimportant. Their weapons are the old weapons, their battle-cry is the same that has sounded for twenty years, their cause is the old cause.

Every argument which Mr. Straus and his confrères in the National Retail Dry Goods Association bring to bear against the premium system, has been, at some time or other, advanced against manufacturers' advertising of every name and nature.

“Advertising increases the cost of the goods.” Exploded!

“Advertising has nothing to do with the quality of the goods.” Disproved!

“The consumer does not want manufacturers' advertising.” He does!

“Advertising promotes needless competition between brands.” Yes, needless from the private-brand retailer's standpoint, but much to the benefit of the consumer who is enabled to buy goods of known quality and origin.

“Advertising on the part of a few manufacturers will force all the rest to advertise.” Ask any publisher whether it has had that effect. On this point, Mr. Percy Straus might find it advantageous to consult his cousin, Mr. Nathan Straus, Jr., who is engaged in promoting his publication, *Puck*, as a medium for national advertisers.

“Advertising is a tax on the public.” Quite as much of a tax as is the retailer's show-windows, his display fixtures and his motor trucks, and anything else which costs money, but enables him to sell more goods to more people.

“The cost of advertising ought to be passed on to retailer and

consumer in the form of an extra discount." Of course! Just as the manufacturer should refrain from spending money for improved machinery, and instead of producing his goods cheaper he should sell them at a lower price.

The premium coupon system is nothing more nor less than a form of advertising, and is to be tested by precisely the same standards which apply to advertising of all kinds. If it increases the volume of sales beyond that point where it begins to save more than it costs, it is a burden upon nobody and is a positive benefit. Plenty of facts are extant which go to show that it has precisely that effect when it is handled in proper relationship with other forms of advertising. Time alone will show its relative importance as an advertising medium, and its survival will be conditioned solely upon results. The consumer is the only stable and constant factor in the merchandising equation, and if the system is a benefit to the consumer it cannot be successfully resisted by any group of business men. Mr. Straus is quite as dependent upon the consumer as any manufacturer, and from the consumer's verdict there is no appeal.

The embattled retailers of the "old guard" still stand for the inalienable right to handle the goods which are hard to sell, in preference to those which sell easily and quickly, but bear the hated brand of the manufacturer. It may be magnificent, but it is not war.

The Growth of a "Business Conscience" The campaign against dishonest advertising has often been referred to as one of many evidences of the growth of a higher standard of business ethics. It detracts nothing from the value or the importance of the campaign to admit that this is true. Business in general is developing a higher standard of conduct; indeed, it might almost be said that business is developing a conscience. Nowhere is this more plainly evident than in the books on business which are to-day being published: not for limited circula-

tion as classroom text-books, but for the general public. Two recent publications of this kind come to mind: "Trade Morals," by Edward D. Page, published by the Yale University Press, and "Honest Business," by Amos Kidder Fiske, published by G. P. Putnam's Sons. Less than a generation ago no publisher would have imagined that enough people were interested in such fundamental discussions to make their publication profitable. And such a conclusion would have been quite in accord with the facts.

To-day, however, all that has been changed. People are beginning to reflect that "business" is not a thing apart from life and subject to its own self-imposed standards of conduct. In that change advertising has played a large part in promoting a wider and a better understanding of the motives and the needs of different groups of society. Mr. Page is able to discuss the development of trade morals with the assurance that a great many people will know what he is talking about and will find their own convictions strengthened from the study. Mr. Fiske can discuss the fundamental relationships of capital and labor, without being discredited in advance by representatives of one group or the other.

Another striking evidence of the growth of this "business conscience" is to be found in the legal doctrine of unfair competition. Every little while a case comes up which expands the doctrine a little, or extends its application to a new set of circumstances. For example, the other day a New York court heard the case of an insignificant retailer who was attempting to do business under a name similar to that of an old, established concern which is no longer in business. The retailer had successively tried to use the names of Boston and New York merchants and had fallen back upon that of the concern now out of business.

"Is there any LeBoutillier, or Brokaw, or Filene connected with your store?" the Court asked.

"I must admit there is not,"

was the reply. "And I won't pretend to defend this case upon ethical grounds. But we contend that as a matter of law we have the right to use a name similar to one which has practically gone out of business."

Twenty years ago—possibly ten years ago—the attempt to leave ethical considerations out of it might have been highly successful. But there is to-day a pretty well defined sentiment that the good will, even of concerns which have retired from the field, is entitled to some protection, and that the public is entitled to be shielded from palpable fraud. In other words, that which would once have passed for a shrewd trick is now condemned as plain dishonesty. Those who regard the campaigners against fraudulent advertising as a "bunch of idealists," and who contend that the telling of the plain truth in advertising copy is "impractical," have not read aright the signs of the times.

**Individual
Reputation
the Basis of
Growth**

It is perfectly obvious that the whole is no greater than the sum of its parts, and when the axiom is thus stated in the abstract there is nobody to disagree. But it is only necessary to put it in concrete terms to start an argument. Thus "the industrial reputation of a locality is no greater than the sum of the reputations of its individual manufacturers" is not regarded as an axiom at all. Plenty of people will be found ready to debate it.

The Curtis Publishing Company is using full-page spaces in the Philadelphia *Public Ledger* to tell the manufacturers of that city some perhaps unpalatable truths along that line. Philadelphia, it is pointed out, stood in third place as regards volume of manufactures last year, while as regards the rate of increase of manufactures she stood *fortieth*. The deadly parallel, as presented in the copy, is as follows:

"Akron increased her manufactures 118 per cent as against Philadelphia's increase of only 26.2 per cent. Akron's tire manufac-

turers put out more national advertising than all Philadelphia manufacturers put together.

"Detroit increased 97 per cent against Philadelphia's 26.2 per cent. Detroit automobiles, stoves and other products are nationally advertised.

"Battle Creek increased 65 per cent against Philadelphia's 26.2 per cent. Cereal advertising did it.

"Camden increased 46 per cent against Philadelphia's 26.2 per cent. Victor talking-machines and Campbell's soups, by advertising, did it. These two firms alone do more national advertising than all Philadelphia manufacturers put together.

"Cleveland increased 58 per cent against Philadelphia's 26.2 per cent. Advertised paints and varnishes, stoves, women's clothing, automobiles and other products.

"Minneapolis increased 36 per cent against Philadelphia's 26.2 per cent. Flour, hosiery, underwear—all well advertised.

"Rochester increased 39 per cent against Philadelphia's 26.2 per cent. Cameras, men's clothing and other nationally advertised products."

The same conclusions apply, in varying degree, to any locality. They have an important bearing upon the discussion of "made in" movements, whether "Made in Oshkosh" or "Made in U. S. A." As the copy suggests, the first thing to be done is for individual manufacturers to go out and make individual reputations; then and then only will a slogan have any real value. The manufacturer who imagines that by the use of a slogan—whether "Made in U. S. A." or another—he can escape the necessity of building his own reputation is simply deceiving himself. The whole is *not* greater than the sum of its parts, no matter how clearly it may appear to be so.

Red Roosters' Annual Meeting

The board of governors chosen at the annual meeting of the Red Roosters in Chicago recently are Stanley Clague, Guy S. Osborn, William H. Rankin, Harry T. Dumont and G. H. E. Hawkins. There are now over 100 members in the United States, Canada and London, England.

One of Two

Special Numbers LIFE Recommends for Advertisers

The Easter Annual

Dated April First.

Price 25c. per copy.

Forms close March 12th.

LIFE'S Easter Annual like the Christmas Annual is recognized as a *legitimate* special number for advertisers. Because of its size and the unusual reader value it is retained indefinitely. LIFE never grows old. A single copy often entertains dozens of readers insuring long life for LIFE'S advertisers.

LIFE'S business grows because it makes its advertisers' business grow.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago



Read What the Bobbs-Merrill Company Say:—

(Indianapolis, Feb. 9, 1915)

"We are very glad to renew our advertising contract with you for the forthcoming year of Case and Comment.

"Your statement of circulation is very interesting.

"13,916 paid subscribers for a law magazine is something wonderful."

(April forms close March 10th)

The Lawyers Co-Op. Publishing Co.
Rochester, N. Y.

Ideas

in typewritten
form without
any obligation
on your part,
or in sketch
form at a nominal charge.



Advertising Illustrations

**CHARLES DANIEL
FREY COMPANY**
Monroe Building - Chicago

Thinks Americans Are Not Sold on American Goods

Manufacturer Tells Why He Believes Germany Will Go After American Business Hard After the War—The Senseless Preference for "Imported" Brands—What Can Be Done?

G. P. ALTENBERG, president of the Icy-Hot Bottle Company, of Cincinnati, a successful advertiser, suggests a new view of the industrial situation which may result in this country after the war. It is based on his familiarity with German manufacturing methods, acquired while acting as European representative of a large American concern. This view also suggests a much stronger reason for the "Made in U. S. A." movement than its potentialities in gaining foreign trade, although, at the same time, it emphasizes the difficulty which is experienced in getting people to insist on American-made goods.

"Germany, as the greatest manufacturing nation in the world excepting ourselves, sold annually up to the time of the war, to England and English colonies, about \$1,500,000,000 worth of manufactured goods," said Mr. Altenberg. "She sold immense quantities, also, to France and Russia. I think there is nothing more certain than that, after this war, regardless of its outcome, these great markets will be virtually barred to Germany through sentiment, if not by the enactment of preferential tariffs, moved by sentiment, which will effectually wall out German goods. Where, then, will Germany find her market?"

"Before answering this inescapable question, consider a few facts in connection with German manufacturing methods, particularly with reference to cost. I can give some concrete facts in this connection, which may be rather significant. For example, not long ago this company was asked to quote prices upon a certain piece of metal goods

which we might be able to furnish, but which heretofore has been imported exclusively from Germany. The supply being shut off, temporarily, at least, the largest jobbing house handling this article desired to insure a further supply from an American manufacturer.

"Well, we were glad to have a chance to get the business, of course; so we proceeded to secure estimates on such of the work as we could not do, and presented our figures presently, covering the completed article. Our first estimate for each article was 90 cents, actual cost, without our profit added. The jobber came back with an urgent request for a lower figure, if possible; and by shaving and cutting everywhere possible, we managed to get it down to 80 cents—for an exact duplicate of the German article, mind. And the German article, laid down in Chicago, with two profits and two freight charges added, cost the jobber exactly 40 cents!

"That incident is typical, I might say. In other words, German manufacturers, as a very general rule, can turn out goods similar, although not always equal in quality, to those of American manufacturers, at a cost in the vicinity of 50 per cent lower. They have done this for a number of years; but, to my mind, it is as nearly certain as anything can be that even this low manufacturing cost will be heavily reduced after the war, by reason of the great preponderance of female labor—which has always been a big factor—and by the probability of lower wages all around, resulting from conditions which the war is likely to cause.

INCREASING IMPORTANCE OF CHEAP LABOR PROBLEM

"In many lines of manufacturing abroad, piece-work, done at home by the women, with the assistance of the rest of the family, is the determining factor in the cost of the product. I have figured out the cost of such labor, for about six hours a day, at about six cents an hour, as opposed to the cost of not less than

The Heart

of Western Pennsylvania's advertising district is

Pittsburgh

The home of two great big newspapers

The Gazette Times

Morning and Sunday

Chronicle Telegraph

Evening except Sunday

These papers have the largest net circulation and thoroughly cover Allegheny County, which is inhabited by more than 1,025,000 people. To get the best returns from money invested you should include them in your list. They reach the reader who reads advertising and are

"The Papers That Go Home"

The flat combination rate
is 22½c. per agate line

For further information or co-operation write

Urban E. Dico,
Foreign Advertising Manager,
Pittsburgh, Penna.

J. C. Wilberding,

225 Fifth Avenue.....New York City

The John M. Branham Company,
Mallers Building.....Chicago
Chemical Building.....St. Louis

Most Widely Circulated

Medical Monthly —

Medical Council is a power with the medical profession—because of this particular quality—

The plan, practical, solid, helpfulness of its reading matter in the physician's every day work.

Medical Council's readers are uniformly the busiest, most prosperous "family physicians"—leaders in their communities.

Average circulation each issue
1914—28,000 copies; January
1915 issue—31,500 copies; sworn
statement on request.

High advertising Standards.

Ask your Agent or write us at
420 Walnut St. Philadelphia.

MEDICAL COUNCIL

35 cents an hour for equally efficient American labor; for, mind, this German female labor is efficient—there is no doubt about that. And, as I had occasion to observe on numerous occasions, in selling, or attempting to sell, woodworking machinery, this low cost of labor enables many manufacturers to turn out goods made by hand where American manufacturers never think of using anything but machinery. This, of course, cuts down the difference in cost of articles where it is the case; but it illustrates the point.

"The German ability to reproduce a foreign-made article is traditional. It is not always as good as, say, the product of the American manufacturer; but it looks as good, and that is as far as the average consumer looks, I regret to say. To take our own business, there are vacuum bottles imported from Germany, identical in appearance with a well-made American bottle, which can be sold by the dealer at one-half the price of ours, and with a larger profit, at that. And the worst thing about it is that these bottles do not deliver the goods, do not wear, and thus cause dissatisfaction among purchasers with the American product. It hits us twice, you see—we lose the initial business, and then the business as a whole suffers because of the poor quality of the imported article.

THE MARVELOUS WORD "IMPORTED"

"And here I get to the nub of the whole matter, which is nothing more nor less than the inexplicable American preference for an imported article, as against one made at home. I say inexplicable, because in ninety-nine cases out of a hundred any intelligent man, though conscious of this preference, will admit that he is more or less familiar with the fact that American goods are as a rule the better. Yet the magic word 'Imported,' used on the label or in the advertising or by the retailer, nearly always clinches the sale, as against the honest, home-made article, which lacks the glamor of the other, though very frequently

it possesses superior qualities.

"I do not mean to accuse the retailer, as a class, of deliberate substitution. He doesn't have to substitute; but suppose a typical instance, and take it, again, out of our own business. A customer goes into a drug store, say, and asks for a vacuum bottle. The clerk shows ours; also, perhaps, another American bottle, and an imported bottle—all looking just about alike.

"What is the difference?' the customer naturally asks.

"Why, there isn't much difference,' she is told, perhaps in entire good faith, 'except that this one is imported, and costs only a little over half as much as these others.'

"It doesn't take a merchandising expert to tell which bottle is sold; and it is not difficult to understand why, either. And until 'Made in U. S. A.' becomes something more than a theoretical slogan, and means something real, something earnest, to the ordinary American consumer, this sort of thing is going to continue; only, in my opinion, given for what it is worth, it is going to be a good deal worse after the war than it ever has been before.

"Why? Well, I have suggested the probability of the virtual exclusion of German goods from some of her biggest markets. South America, heretofore one of her best, is financed by England, and you can draw your own conclusions as to what this will mean. And that leaves the United States as the one great open market for the vast bulk of German goods.

"So far, at least, no matter what 'Made in U. S. A.' and 'Made in America' may mean or may come to mean abroad, in some of the markets upon which American manufacturers have large and perfectly legitimate designs, the fact remains that at this time these phrases mean nothing to the ordinary American consumer, who should furnish the largest and the best market to the home manufacturer.

Lewis G. Vogel has resigned as manager of the Detroit office of the *Class Journal Company*, effective March 5.

*1915 Stories**Story No. 2*

PRICE or BRAINS

WHICH IS BEST TO CONSIDER?

The value of Printed Literature should be studied in connection with its *selling value*.

BRAINS and SELLING QUALITY are the things that will bring prosperity to-day. Consequently it is well to carefully select your printer—the one who can give you conscientious and valuable service together with attractive design, and artistic workmanship and if necessary supply the proper arrangement of your copy to make it attractive.

HISTORY: Established twenty years; plant one of the largest in New York; service unsurpassed.

REFERENCES: All our customers; commercial agencies; supply and paper houses; also PRINTERS' INK.

SPECIALTIES: Catalogues of high class and long runs; artistic color printing; magazines and publications.

The best co-operative working organization in the world.

Just One Trial

CHARLES FRANCIS PRESS

30-32 West 13th Street

New York

The Little Schoolmaster's Classroom

SAID a building-materials dealer to the Schoolmaster recently: "We would advertise regularly, but we get into complications if we start, and so we keep out of it altogether. You see, we have three papers here—one strong one and two weak propositions. If I go into the strong one, I am hounded by the other two, who make it uncomfortable for me if I don't go along with them too. So we just stay out of advertising." It is a poor excuse. Suppose the consumer said to the dealer, "I'm afraid if I buy your Ready Roofing, I'll get the ill-will of all the other dealers in roofing materials. So I will struggle along with my present roof which lets the rain in every time there is a sizable storm." Nevertheless, a good deal of advertising is choked off because of the "me-too man." If there is anything more exasperating than the whine of "You are using the Blanket and the Blinket, why do you discriminate against the Blazoo?" the Schoolmaster has never heard of it.

* * *

As the Schoolmaster was indulging in a shoe-shine he was entertained by a salesman of a "Not - Advertised - but - Just-as-Good" cigar, who was endeavoring to sell the Americanized Italian an addition to his stock of tobacco. All the usual performance of a Sheldon-built sale was gone through. The specimen box of the cigars was opened impressively; the cigars were nice-looking; the cigar-stand man was urged to feel and to smell them. The salesman did his best and the Italian was not unimpressed, but he shook his head at the attempt to book him for a trial thousand or five hundred. "So many new brand," he said; "we can't buy all. Nobody ask for that cigar I don't know it. Nobody know it. If I buy, I may have cigars on my hands a long time until people know about it."

The Schoolmaster ventured to

ask the cigar-stand man if he did not at times buy new brands. "Oh, yes," he replied, "once there was a fellow who went through the building and gave away lot of samples of his cigars. We had calls for that cigar and we buy them. That fellow smart salesman."

In this little every-day incident lies one of the great principles of advertising—a principle that is simple and yet one that is overlooked by some keen manufacturers. We buy what we are familiar with. Advertising makes us familiar with things. The world is too full of things for any one to gain actual personal knowledge about a great many articles of merchandise. Most of the things we buy we must buy on this general acquaintance with the brand or our confidence in it. Blink's Hats may be every whit as good as Blank's, or maybe better; but if we know Blank's Hats by reputation—and advertising is a big factor in reputation, although not the only factor—Mr. Blink has his work cut out for him in selling us his goods. We ask ourselves: "Why should we experiment with Blink's goods when we know Blank's?" In that phase of human nature lies the advertiser's opportunity.

* * *

Talk with any group of national advertisers, and you will find that all of them are struggling with the problem of getting their salesmen to present advertising matters properly and with the still greater problem of getting dealers to do their part. And when the Schoolmaster refers to dealers "doing their part" he does not mean that dealers should spend fancy amounts in local advertising of nationally advertised brands; there is a dealer's side to that question that is most interesting. But it is common knowledge that even in the field of specialties, where a sale of the advertised article runs into considerable money, a large proportion of deal-

ers are passive in following up inquiries referred to them. If an inquiry now and then is an idle one, the average dealer seems to feel justified thereafter in ignoring all inquiries—in taking the attitude of “let them come to me if they want to buy.” The method of getting the inquirer and dealer together must be almost automatic if the feat is to be accomplished in most cases. At any rate, the problem is like the problem of the poor—one always with us.

Judging from the recently published list of 32 clubs which are planning to file claims for the PRINTERS' INK cup at Chicago, there is going to be some merry little contest for that emblem. Not the least interesting feature of that contest is the fact that the two extremes—geographically speaking—have announced their intentions of going after it hard; Boston to get the cup, and Los Angeles to keep it. Already the Los Angeles boys have noticed the ominous fact that the presi-



This is the Time for Direct Advertising

SPRING business is just ahead and the outlook is brighter than it has been for years. What about your Direct Advertising? Let us assume the entire responsibility for this important part of your appropriation. Our staff represents specialists of long experience in this field.

Write today for the Caslon Plan.

THE CASLON COMPANY
Direct Advertising

300 Leader Bldg.

Cleveland, Ohio



IDEAS

Good ideas are as elusive as they are costly. You know that. I'm dead sure you do, if you have anything to do with the buying, or ordering, or preparation of printed matter of any kind. And good ideas, Sir, are mighty *cashable*, by the way! You know that too.

I've a rich, rare treat for you! A veritable Storehouse of Stunning New Ideas in Illustrating and Printing—sparkling color schemes, unique and attractive productions of high-skilled artists, handsomely paid illustrators, talented typographers—men of brains and daring originality.

I've two fine, big magazines—one, **THE PRINTING ART**, a monthly; the other, **THE PRINTING ART SUGGESTION BOOK**, a quarterly. You will find each issue brimful of good things—uncommon, striking designs, high-art photo-engraving, electrotyping, lithography, typography. Then there are specimens galore of New Papers, New Covers, and Papereries. Wrinkles of every imaginable kind.

O, the cleverest, catchiest things you ever saw! They're meaty with myriads of magnificent ideas, and what's more, I'm going to send you samples of both of these beautiful magazines absolutely free!

You can just mail me the coupon right away, and they'll be sent you without the slightest obligation on your part. After you've seen them, if you can't just resist the idea of having them regularly, the subscription price is \$3.50 for 16 numbers. If you *shouldn't* want to subscribe, keep the two copies with my compliments.

I want you to see them immediately and get a glimpse of the glories within! Not in all America will you find two publications like these! Hundreds of prominent business men the country over get these wonderful magazines by subscription and take advantage of their rich and abundant supply of New Ideas.

Don't let another day go by without Grabbing this Great Chance! **THE PRINTING ART** and **THE PRINTING ART SUGGESTION BOOK** will pay you 1000 per cent. on the investment at every blessed issue. *Let the coupon come forward right away. Mister!* It won't cost you a copper, mind—and, by the way, it's a mighty happy thought to tend to it *right this minute!*

E. M. DUNBAR, 10 Rowena St., Boston, Mass.
Send me postpaid, one sample each of **THE PRINTING ART MAGAZINE** and the **PRINTING ART SUGGESTION BOOK**. There will be absolutely no charge for these samples.

Name.....

Address.....

An Order Getter Wants a Job—

As Advertising or Sales Manager with a concern whose sales need vigorous, red blooded boosting, whether by direct mail, magazines and newspapers, or by gingering salesmen.

I've the necessary "know-how" and the Sales begin to climb when the right man gets in the right place.

Have you the right place?

Address "A. M.," Box 253, care of PRINTERS' INK.

NOTICE TO EVERY PROGRESSIVE PUBLISHER

New York Tribune is selling 30,000 lots at Toms River, N. J., for \$19.60 to subscribers only.

Eventual result \$500,000 and increased circulation.

I can sell you for similar purpose a large tract of lots at \$5.00 each, city water, electric light, adjoining beautiful homes, in a world famous resort near New York. Title Guarantee policy.

Will let you have small number of lots for a tryout, with directions for a successful canvassers' campaign. "Owner," Box 252, care of PRINTERS' INK.

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

MONTHLY INCOME INSURANCE. Annual saving on premiums of 25% to 40%.

J. A. STEELE, 170 Broadway, NEW YORK

The Meinhardt Clock Slide

We are the exclusive makers of

U.S. Patent 1,016,578 and other patents pending

Its remarkable success is due to its popularity with exhibitors, (the owners of motion picture theatres.) Let us tell you about it and refer you to the reputable manufacturers who are using it.

Beware of Infringements
PERFECTION SLIDE CO.
1530 Broadway New York

dent of the Pilgrim Publicity Association has an Irish name. A recent issue of the Los Angeles Ad Club "Crier" contains the following comment on president O'Keefe's remark, "We have got our eye on the PRINTERS' INK cup."

"It's just as well to bark at those fellows once in a while, or they may think they have a chance for the cup. The late and very much lamented 'Little Bobs' was an Irishman. Lord Kitchener is one. And there are many others who not only firmly believe 'Wot we 'ave we 'old,' but also believe they have a divine right to anything they go after—hard. I don't like that name O'Keefe. Besides, it sounds as though he meant it."

* * *

For its part, the P. P. A., claims to have made history with its boozeless New Year's Eve celebration, and its demonstration of the fact that it is possible to get an "edge" on with nothing but good fellowship. Says "Pilgrim Publicity": "It seems to us that the PRINTERS' INK cup might well be awarded to the organization which first demonstrated conclusively that you don't have to have anything to drink to pull off the finest, most rollicksome New Year's Eve party that a city of a million and a half ever saw."

* * *

A number of publications seem to be following the practice of sending to prospective advertisers information relating to operations in which the advertisers' goods could probably be used. *Country Life in America*, for example, sends out to building-material manufacturers data as to homes being planned by its subscribers and readers. Even if the manufacturers are not able to make much use of the data, such service is sure to bring the publication full consideration as an advertising medium.

* * *

It may be a good thing now and then to send a dealer an impressive book or broadside showing the wonderful advertising that you are doing to bring a

multitude of eager purchasers to his store. But there is some danger that this impressive piece of printed matter may be looked at as one of many circulars that fill the mails. The Schoolmaster has recently observed dealer letters to which was pinned a single but striking advertisement sent, as the letter explains, as a sample of a series of advertisements being run. Pinning a proof to the letter increases the chances of its being seen. But the best way to insure the "broadside" being seen is to run it as a "spread" in the trade papers—providing, of course, that there are live papers in the particular field under consideration.

* * *

The two-sheet or four-page letterhead seems to be growing in favor. This is nothing more than a letter sheet to which is appended an extra page—the fold being at the left side—for pertinent advertising matter. Envelope enclosures may be dropped or discarded before the letter reaches the person of real authority. This extra sheet ties a small amount of advertising matter permanently to the letter. It is an effective way of presenting a few selected endorsements or similar matter. It follows that the advertising matter used in this way should be most carefully selected and probably changed at frequent intervals.

Lozenge for Smokers Advertised

The Commercial Laboratories, Louisville, Ky., have started a newspaper advertising campaign for "Smokeease," a mint lozenge which is intended to relieve the effects of smoking. Good-sized space is being used in Louisville dailies, and if the campaign is a success there, it will be extended to Chicago and other cities.

ADVERTISING

Its Principles, Practice, and Technique
Fully Illustrated

Cloth—281 Pages—Postpaid \$1.25

Written by Prof. Daniel Starch, University of Wisconsin. A summary of the fundamentals that you need on your desk. A copy will be sent on approval.

SCOTT, FORESMAN & COMPANY
Chicago 623 S. Wabash Ave.

W. J. Bold has been appointed assistant general manager of *Sunset Magazine*. For six years he was auditor of *System*.

Use Coupons

For forcing sales I have originated unique plan thru packing and distributing coupons with your goods. Goods carrying our coupons sell more than two to one over the ordinary coupons, for the reason they are redeemed without having to save a large number. They appeal and attract immediately, men, women and children. Most wonderful coupon idea (national) ever originated, yet simple. Write us on your letterhead at once if you want to be the first in your line. Wanted live advertising solicitors in every state—good salary and commission—give references. Address "A. A. A." care of PRINTERS' INK, New York City.

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

No Agricultural List is Complete Without

UP-TO-DATE FARMING

"The Farm Paper With a Mission"

200,000 copies twice a month

—Pays Farmers Who Read It—

So, Pays Advertisers Who Use It

Samples, Rates, Particulars Cheerfully Given

UP-TO-DATE FARMING

Indianapolis, Indiana

New York

Chicago

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY ADVERTISING

26 Beaver Street, New York

Chicago Philadelphia Boston

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ADVERTISING SERVICE

Letters and Ads written, with both punch and prestige. Reduced price on first order. E. M. Dunbar, 10 Rowena St., Boston, Mass.

ARTISTS

PAUL BROWN

COMMERCIAL ARTIST

154 WEST 106 ST. 7th

NEW YORK CITY

POSTERS

MOTOR CARS

CORRECT DRESS

SMART GOWN

ANIMALS

FAIRYLAND

BOOK PLATES



MARGARET BROWN

FREE-LANCE FASHION-ARTIST

174-W-106 ST.

NEW-YORK-CITY.

PHONE-6720-RIVERSIDE.

SKETCHES-IN-ALL-MEDIUMS

COVER-DESIGNS

ANYTHING-PERTAINING

TO-FASHION.



BILLPOSTING

10¢ a Sheet Posts R.I.

PRINTED IN ALL SIZES. LITHOGRAPHED IN COLOR. ADDRESS LAFAYETTE SQUARE, NEW YORK, N. Y.

Standish-Barnes Co.

BINDERS

SELF BINDING COVERS for photographs, price lists, catalogs, reports, etc.

Reports, catalogs, etc., bound in cloth, leather and canvas. Books interleaved with blank paper and bound. Flexible work a specialty. Brief Cases, wallets, sample cases. Anything in leather. "The Park" Bookbinder, 13 & 14 Warren St., N. Y. City. Established 1837.

BUSINESS OPPORTUNITIES

Advertising and Subscription Manager for high class New York Weekly. Experience, social prestige and some financial backing essential. Address Manager, P. O. Box 1080, New York City.

HELP WANTED

Wanted, New York and Eastern advertising representative for list of class papers, all A. B. C. members. Excellent opportunity for right man as these papers are recognized as the best in the industry represented. Box 685, c/o Printers' Ink.

AN OPPORTUNITY FOR THE RIGHT MAN

Established New York technical publishing company desires copy-service and field service man for its Chicago office. Only a technically trained man, a copy-writer with an "Advertising Sense" will be considered. Must be able to take photographs, gather advertising data and to map out advertising campaign for the technical field. Letter of application will determine whether interview will be granted. Address Box 691, c/o Printers' Ink.

WANTED—Copy man. Must have had experience in reliable, strong agency; a young man preferred, one who can develop to take full charge of copy department western agency. No soliciting required. Willing to pay what you are worth but not looking for any fancy salaried man. Prospects will be exactly what you make them. Don't write without giving full information regarding experience, accounts, campaigns you have laid out. Be ready to submit work. Box 676, care of Printers' Ink.

ADVERTISING MAN wanted by National Monthly Magazine. Excellent proposition, liberal commissions for right man to represent them in the East. Box 681, c/o P. I.

MAIL SALESMAN—I know an unusual opportunity for a young man with ability to handle follow-up work and special sales letter writing for a correspondence school. He must be able to take inquiries produced from magazine advertising and turn them into enrollments. Want a man who will study and dig deep and be fertile with new ideas, schemes, and methods for developing the business. A high-class proposition with a splendid future. In applying give full record, send samples of mail sales work done, and state salary wanted. Address, J. W. Young, 1410 First National Bank Bldg., Cincinnati, Ohio.

MAILING LISTS

3,200 Addresses, \$3

On rural routes, Cabell & Wayne Counties, W. Va., and five Lawrence County, Ohio. Published December, 1914. Right up to date. Sent on receipt of price. (Reference, Huntington National Bank.) Adams Advertising Agency, Huntington, W. Va.

COPY WRITERS

SPECIAL WRITER. 15 years' experience, agency and free lance. Booklets that bring business; sales letters that incite buyer's itch. Bruce Calvert, 379 Hancock St., Brooklyn, N. Y.

POSITIONS WANTED

Good advertising **ARTIST.** Two years' general newspaper exp. Also men's fashions and catalog covers. Out of work result of hard times. Age 26, married, reliable. Box 680, c/o P. I.

Advertising manager with valuable experience in handling national account. Writes and designs newspaper copy and booklets, buys printing, edits house-organ, directs salesmen. Box 684, c/o P. I.

A live young man would like to connect with circulation or advertising department of up-to-date newspaper or magazine. Five years' experience. Age 29, married. References. C. A. Hartt, 107 Lower Mulberry Street, Danville, Pa.

Confidence—Ability—SUCCESS

A logical sequence. Desire position as Advertising or Sales Manager, or as assistant where development and advancement are possible. Thirteen years in present position with manufacturer of Farm Implements. Capable of doing real foundational work that will produce lasting results. Moderate salary until ability is proved. 33—Married—Good Habits. Box 675, Printers' Ink.

Secretary—well educated young woman, expert stenographer and typist, ten years' experience as secretary to executive heads in advertising, publishing and financial fields; last two years as secretary to Secretary Assn. of Natl. Advertisers. Miss Reardon, c/o P. I.

A broad business experience has equipped me for large executive position. Have held positions of responsibility with Newspaper, Publisher, Advertiser and Manufacturer. Will perfect your organization and produce results. Vicinity N. Y. City. Box 682, c/o P. I.

Field man possessing excellent and broad experience with window campaigns, interior decorations, sampling campaigns, demonstrations, inspections, detail or "missionary" work, etc., would appreciate correspondence with concerns who could utilize my services. Box 679, c/o P. I.

ADVERTISING MANAGER OR COPY WRITER

Nearly eight years as copy writer for agency, publisher and commercial printer. Experienced in campaign planning and copy writing for many lines. Used all recognized forms of direct and indirect advertising. Thorough knowledge of printing, engraving and illustrating. Age 31. Salary \$50. Samples, etc., on request. Box 686, c/o P. I.

POSTER STAMPS

HUNDREDS of beautiful, original styles and designs Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. THE DANDO COMPANY, 26-32 S. 3rd St., Philadelphia.

PUBLISHING BUSINESS OPPORTUNITIES

\$10,000 will buy a small technical monthly which will earn a living for advertising man from the start. Harris-Dibble Co., 71 West 23rd Street, New York.

STANDARD BOOKLETS

HIGHLY SPECIALIZED ability to write and design and facility to print small and large editions of booklets, standardized $3\frac{1}{2} \times 6$, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 28-32 So. 3rd St., Philadelphia, Pa.

TO LET FOR BUSINESS PURPOSES

At 450 4th Av., N. Y., sublease; splendidly equipped for publisher, adv. agency, etc.; large or small quarters; 10th floor.

Roll of Honor

ALABAMA

Birmingham *Ledger*, dy. Average for 1913, \$9,003. First 2 months, 1914, 30,345. Best and cleanest advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Average daily circulation for 1914, 6,801.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1914 (sworn) 19,414 daily, 2c.; Sunday, 17,188, 5c.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1914, 9,778.

Peoria, *Evening Star*. Circulation for 1913, Daily, 31,688; Sunday, 10,876.

INDIANA

South Bend, *Tribune*. Sworn average: Jan., 1915, 12,611. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average May '14, 69,254; Sunday, 48,895. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, *Evening Courier*, 56th year: Av. dv 1913, 9,331. Daily aver., Apr. to Sept. 1914, 14,262.

KENTUCKY

Louisville, *The Times*, evening daily, average or 1914 net paid \$1.27 1/2

LOUISIANA

New Orleans, *Item*, net daily average for 1914, 86,960.

MAINE

Augusta, *Kennebec Journal*, daily average 1914, 11,763. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1914, daily 11,763

Portland, *Evening Express*. Net average for 1913, daily 19,837. Sunday *Telegram*, 13,003.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 66,886; daily, 76,733. For Jan., 1915, 77,046 daily; 64,842 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Salem, *Evening News*. Actual daily average for 1914, 20,921

Worcester, *Gazette*, evening. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Larg'est ev'g circ.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average 1st 9 mos. 1914, 113,166. Actual average for 1914, 115,391.

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily *Tribune*, 100,987; Sunday *Tribune*, 185,144.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1914, 128,373.

NEW JERSEY

Camden, *Daily Courier*. Daily average circulation for 1914, 11,014.

NEW YORK

Buffalo, *Evening News*. Daily average, for 1913, 92,379.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1914, 23,017. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,064. For Jan., 1915, 127,623 daily; Sunday, 163,163.

PENNSYLVANIA

Erie, *Times*, daily. Average circulation 1914, 28,370; 28,262 av., Jan. 1915. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Washington, *Reporter and Observer*, circulation average 1913, 12,876.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1913, 16,186. In its 42nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Wilkes-Barre, *Times Leader*, eve. except Sunday. Aver. net daily circulation for 1914, 19,885.

York, *Dispatch and Daily*. Average for 1914, 20,322. Covers its territory.

RHODE ISLAND

Newport, *Daily News*, (evening) 66th year. Covers field. Circulation for 1914, 8,845.



Providence, *Daily Journal*. Average net paid for 1914, 20,895 (©©). Sunday, 33,015 (©©). *The Evening Bulletin*, 43,772 ave. net paid for 1914

Westerly, *Daily Sun*. S. E. Conn. and S. Rhode Island. Sun to every 7 persons. Aver. circ., 1914, 5,685

VIRGINIA

Danville, *The Bee* (eve.) Average for 1914, 5,799. Jan., 1915, average 5,807.

WASHINGTON

Tacoma, *Ledger*. Average year 1913, daily and Sunday, 21,581.

Tacoma, *News*. Average for year 1913, 20,610

WISCONSIN

Janesville, *Gazette*. Daily average, 1914, daily 7,129.

Racine (Wis.) *Journal-News*. A. B. C. audit gives biggest circulation.

SASKATCHEWAN, CANADA

Regina, *The Leader*. Average, 1914, 16,619. Largest circulation in Province.

Want-Ad Mediums

CONNECTICUT

New Haven *Register*. Leading want ad medium of State. Rate 1c. a word. Av. '14, 19,614.

MAINE

The Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined. 1c. a word; 7 times, 4c.

MARYLAND

The Baltimore News carries more advertising than any other Baltimore daily. It is the recognized Advertising Medium of Baltimore.

MINNESOTA



The Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Advertisements than its nearest competitor. Rates: 1½ Cent a word, cash with the order; or 12 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

NEW YORK

The Buffalo Evening News is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

PENNSYLVANIA

The Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

Gold Mark Papers

ILLINOIS

Bakers' Helper (©©), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (©©). Actual average circulation for 1914, 16,420

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (©©).

Boston *Evening Transcript* (©©), established 1836. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (©©). Only French daily among 75,000 French population.

NEW YORK

Brooklyn *Eagle* (©©) is THE advertising medium of Brooklyn.

Dry Goods Economist (©©), the recognized authority of the Dry Goods and Department Store trade.

New York *Herald* (©©). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

Scientific American (©©) has the largest circulation of any technical paper in the world.

PENNSYLVANIA

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (©©), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis *Commercial Appeal* (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both *quality* and *quantity* tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

WISCONSIN

The Milwaukee *Evening Wisconsin* (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK, February 18, 1915

How Sherwin-Williams Standardizes Its Selling Policies.....	3
<i>Edward Mott Woolley</i>	
A National Campaign That Got Its Start in Novel Window Displays....	17
Authorized Interview by Charles W. Hurd, with F. H. Hoffman, Gen. Mgr., Gem Safety Razor Company.	
Keeping Ahead of Fads in Trade Names.....	26
<i>Charles H. Willard</i>	
Superior Economy of Package Goods Urged.....	28
<i>Sig. Fieus</i> Sales Mgr., Runkel Bros., New York.	
How Three Manufacturers Won Jobbers by "Pull at the Other End"....	34
<i>W. W. Garrison</i> Consumer Demand, Based on Advertising, That Wins Jobbers' Support.	
Dealing With the Successful Manufacturer New to Advertising.....	40
Another "Inside Story" of an Advertising Manager's Experiences with a Large Industrial Corporation.	
Is Second-Class Mail Paying Its Share?.....	53
<i>A. D. Porter</i>	
Oral Misstatements and the "Printers' Ink" Statute.....	59
That Trade Paper Commission—Under What Condition Should It Be Given Advertising Agents?	60
Question Answered by Publishers and Agents at Get-Together Dinner	
Effective Use of Newspapers for Life Insurance Advertising.....	70
R. H. Macy & Co.'s Views of Advertising.....	76
Fixing the Advertising Appropriation.....	78
A Percentage of Gross Sales an Unreasonable Basis—Useful, However, as Means of Determining Normal Expenditures.	
Editorials	90
Macy's Opposition to Manufacturers Advertising—The Growth of a "Business Conscience"—Individual Reputation the Basis of Growth.	
Thinks Americans Are Not Sold on American Goods.....	94
Manufacturer Tells Why He Believes Germany Will Go After American Business Hard After the War.	
The Little Schoolmaster's Classroom.....	98

Index to Advertisers

	PAGE		PAGE
American Association of Foreign Language Newspapers, Inc.	66-67	Manchester Union and Leader	88
American Machinist	23	Medical Council	95
American Magazine	89	Merchants Trade Journal ..	62
American Thresherman and Farm Power	85	Meriden Record	88
A-TO-Z Printing Co., 2nd..	68	Minneapolis Journal	84
Audit Bureau of Circulations	11	Modern Farming	44
Ayer, N. W., & Son.....	1	Needlecraft	7
Breeder's Gazette	77	New England Dailies.....	88
Burlington Free Press.....	88	New Bedford Standard and Mercury	88
Business Opportunity—"A. A. A."	101	New Haven Register.....	88
Business Opportunity—"Owner"	100	New Orleans Times-Picayune	9
Butterick Publishing Co....	20	Passaic Metal Ware Co....	24
Case and Comment.....	94	Perfection Slide Co.....	100
Caslon Co.	99	Pittsburgh Chronicle Telegraph	95
Chesman, Nelson & Co....	52	Pittsburgh Gazette Times..	95
Chicago Tribune	108	Portland Evening Express..	88, 89
Cincinnati Enquirer	75	Position Wanted—"A. M." ..	100
Clarke Publishing Co.....	85	Practical Engineer	76
Classified Advertisements..	102-103	Progressive Farmer	44
Collier's	29	Providence Evening Bulletin	87
Comfort	56-57	Providence Journal	87
Curtis Publishing Co.....	19	Railway Age Gazette.....	30-31
Delineator	20	Red Book Magazine.....	14-15
Designer	20	Robyn-Kander Service	71
Dunbar, E. M.	99	Roll of Honor Papers.....	104-105
Dyer, George L., Co.....	27	Salem News	88
Erwin, Wasey & Jefferson.	58	Scott, Foresman & Co....	101
Ethridge Association of Artists	42-43	Seattle Times	80
Farm Journal	73	Simmons-Boardman Publishing Co.	30-31
Foster & Kleiser.....	81	Smith, W. R. C., Publishing Co.	32
Francis, Charles, Press....	97	Snappy Stories	47
Frey, Charles Daniel, Co..	94	Southern Agriculturist ..	44
Gas Review	85	Southern Farming	44
Gold Mark Papers.....	105	Southern Farm Papers....	44
Hammermill Paper Co....	72	Southern Planter	44
Hampshire Paper Co.....	69	Southern Ruralist	44
Help Wanted—"W. S." ..	89	Springfield Union	88
Hill Publishing Co.....	23	Steele, J. A.	100
Hartford Courant	88	Street Railways Advertising Co.	50-51
International Dealer Service Bureau	55	Today's Magazine for Women	35-36
Iron Tradesman	32	United Profit-Sharing Corporation	79
Ladies' Home Journal.....	19	Up-to-Date Farming	101
Leslie's	49	Want-Ad Mediums	105
Life	93	Ward & Gow	2
Lincoln Freie Presse.....	101	Washington Evening Star..	83
Lynn Item	88	Waterbury Republican ..	88
McClure's Magazine	16	Woman's Magazine	20
Mallory, Mitchell & Faust, Inc.	61	Worcester Gazette	88

ADVERTISING RATES

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
Second Cover.....	75	Pages 7, 9, 11 or 13.....	75
Back Cover.....	100	Double Center [2 pages]...	150

They Wrote to "The Editor"

As you may know, The Chicago Tribune has a world-wide reputation for bringing big results to its advertisers.

Of course it is but natural to expect results from The Tribune's enormous circulation of over 500,000 Sunday and over 300,000 on week days, but there is a quality beyond mere numbers that makes Tribune advertising space productive.

This other quality is *Responsiveness*.

During the year 1914, the editors of The Tribune's Feature Departments received

200,386 Letters

from Tribune readers. These letters were from those who sought advice, asked questions, offered comment or competed for prizes, and were only a small part of the total number of letters received by the news and editorial departments.

It is doubtful if any other newspaper in the world receives anything like this number of letters in a year from its readers to its feature editors.

The same responsiveness that inspires these letters makes advertising in The Tribune pay.

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